



EXTERNAL BRIEF

Job- and candidate profile

Nordic Digital Manager
Consumer Healthcare & OTC



THE COMPANY

“ALL THE BEST”

STADA is a leading manufacturer of high-quality pharmaceuticals. With a long-standing heritage rooted in pharmacies, they have been perceived as a reliable and trustworthy partner for more than 120 years. With their products they help people protect and regain a dignified and able life and they ensure that everyday health remains affordable. To their employees, they offer an attractive working environment in which personal development is of great priority.

STADA's story begins: According to pharmacy historians, STADA's zero hour is March 14, 1895. Forward-looking pharmacists team up to economically produce joint preparations. This gives rise to joint preparations being produced in participating pharmacies for example, in Berlin, Dresden, Würzburg, Darmstadt and elsewhere, initially in very small circles. A pharmacist association is also founded in Dresden. This is where STADA has its roots. From these beginnings, similar organizations then begin to develop on a larger scale.

Worldwide, STADA Arzneimittel

STADA is a well renowned company founded in 1895. It sells its products in approximately 120 countries. Branded CHC products are among the top sellers in their respective product categories. In fiscal year 2018, STADA achieved adjusted Group sales of more than EUR 2 billion. In 2020 STADA Nordic had a turnover of EUR 67 million. The secret behind this success is the dedicated efforts of the roughly 10,900 employees of the STADA Group worldwide.

STADA and Sanofi have entered into a distribution agreement whereby STADA will distribute and market Sanofi's portfolio of well-established consumer healthcare brands. This agreement came into force on December 2021 in 25 countries across Europe. The agreement covers approximately 50 well-established consumer healthcare brands currently marketed by Sanofi in these territories. The therapeutic categories are allergy, cough & cold, sleep and digestive health.

STADA's strategy has consumer healthcare playing a central role alongside prescription generics and specialty pharmaceuticals. STADA is already a top-five consumer healthcare player in Europe by sales. They are strengthening their position through a combination of organic expansion, through line extensions and brand launches in additional markets, as well as inorganic business-development deals such as the recent acquisitions of Walmark and a portfolio of selected consumer healthcare brands from GlaxoSmithKline last year.

THE NORDIC ORGANISATION

The Nordic Digital Manager, CHC/OTC, will be a part of a cross functional team in close cooperation with the entire Nordic organization.

The Nordic organization counts approximately 35 employees.

THE POSITION

A unique opportunity to work strategically and creatively with Digital Marketing in an international company on an amazing growth journey. You will lead all digital marketing as well as be accountable for the implementation and development of specific product digital to optimize market share growth and revenue growth in the short and long term.

This key role reports to the Nordic Business Unit Manager.

Key Responsibilities

- 🕒 Responsible for driving and developing STADA Consumer Health Care in handling and execution of our digital marketing.
- 🕒 Develop, deliver and ensure impactful content across our digital and social channels.
- 🕒 Develop and deliver increased reach across our digital and social channels
- 🕒 Lead website updates and further development.
- 🕒 Media ROI monitoring
- 🕒 Proactively drive additional actions to boost positive opportunities, to offset threat and remedy deviations from targets
- 🕒 Development and execution of product plans, defining new business opportunities etc.
- 🕒 Secure adherence to company policies and guidelines with regards to global and local policies and guidelines

THE CANDIDATE

The ideal candidate for this position is an extroverted person with great people skills and grit as the role entails communication and teamwork across the organization. Furthermore, the candidate should be an advocate for optimization and growth within the sphere of this role which requires confidence and execution.

Professional background

- 🕒 A Bachelors' degree within a relevant subject, e.g. digital marketing
- 🕒 Previous marketing experience with demonstrated success is an advantage
- 🕒 Experience in digital media marketing is a must
- 🕒 Experience with Nordic marketing is an advantage
- 🕒 Outstanding level of drive, and the ability to juggle multiple projects effectively
- 🕒 Excellent communication skills
- 🕒 Excellent computer skills (Microsoft Office)
- 🕒 Written and verbal proficiency in Swedish or Danish and English (required)

Personal qualities

- 🕒 You are pro-active and enthusiastic with a great drive
- 🕒 You have a strong will to succeed and a commercial mindset
- 🕒 You have the courage to challenge the status quo
- 🕒 You are robust, innovative, and service minded
- 🕒 You are ambitious and extrovert
- 🕒 You are skilled at building and maintaining relationships
- 🕒 You can communicate and gain respect with stakeholders throughout the organization
- 🕒 You possess the ability to communicate cross functionally in/out of the organization

CHALLENGES

- 🕒 Secure focus in a very busy and changeable environment
- 🕒 Need the ability to manage multiple tasks at the same time
- 🕒 Operational – need to be pragmatic with hands-on attitude

WORKPLACE

Marielundsvej 46A, 2730 Herlev

Possibility to work from home 2 days/week.

LANGUAGE COMPETENCES

- 🕒 Danish, Swedish or Norwegian – fluent in oral and writing
- 🕒 English – fluent in oral and writing
- 🕒 Understand the Scandinavian languages

IT COMPETENCES

- 🕒 Microsoft Office
- 🕒 Digital platforms