



EXTERNAL JOB BRIEF

Job- and candidate profile

Senior Brand & E-Commerce Manager
Nordic



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 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. 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.

THE NORDIC ORGANISATION

The Senior Brand & E-Commerce Manager will be a part of a well-established and experienced Nordic team and work closely together with Global and cross functional in the entire organization.

In 2020 STADA Nordic had a turnover of EUR 67 million. The Nordic organization has approximately 50 employees

THE POSITION

Unique opportunity to work strategically with Brand and Category Management in a hands-on and operational Nordic role. You will be working with a portfolio of selected and highly prioritized brands/products within CHC (OTC, Medical Devices, Cosmetics etc.). You will be responsible for the overall development of your brands, creating plans (strategic and tactical) to optimize profitability, market share, and revenue growth on both short and long term in Nordic – in-store and with strong focus on e-commerce. You will be working with 360 planning and executing of line-extensions / launches, from assessing potential, to launch and beyond. Winning in Digital and e-Commerce is crucial, and you are therefore highly skilled and experienced in managing and developing brands online.

Key Responsibilities

- 🕒 Develop strategic and tactical brand and category plans both online and off-line.
- 🕒 Prepare and follow up on budget, sales, and marketing costs with initiative of corrective actions when needed.
- 🕒 Lead and support new product launches within your category.
- 🕒 Lead the annual budget and brand planning process for your categories, with key initiatives to drive growth.
- 🕒 Plan ATL and BTL marketing activities with best exploration of budget.
- 🕒 Development/adaptation of marketing/category campaigns with high ROI to grow Market shares.
- 🕒 Execution of tactical/operational activities according to plan.
- 🕒 Follow up on implemented activities.
- 🕒 Manage monthly forecast and secure optimal stock level.
- 🕒 Market analysis identifying key market issues and opportunities: Monitor competitor activities as well as therapeutic trends and rising opportunities in the market.
- 🕒 Proactive drive additional actions to boost opportunities, to offset threat and remedy deviations from targets.
- 🕒 Secure adherence to market rules and regulations.
- 🕒 Secure adherence to company policies and guidelines with regards to global and local policies and guidelines.

The position reports to the Nordic Business Unit Manager

THE CANDIDATE

The ideal candidate is a senior and extroverted person with great people skills and experience from working in and with the Nordic markets. The candidate should be an advocate for optimization and growth within the sphere of this role which requires confidence and execution. You will be a part of driving the future within online sales of a broad portfolio. Furthermore, the person will be a great team player with excellent relationship building skills and passion for results.

Professional background

- 🕒 Relevant marketing/commercial academic background.
- 🕒 Min. 3-4 years of experience from the pharma or other regulated industry.
- 🕒 Experience from working with OTC/CHC products.
- 🕒 Experienced and highly skilled marketer with proven track record and a commercial mindset.
- 🕒 Experience with driving and growing brands in the Nordic markets both off- and online.
- 🕒 Senior experience with brand management and launches.
- 🕒 Experience/knowledge of converting instore brand to online brands.
- 🕒 Highly skilled in digital marketing and experienced in driving brands online.
- 🕒 Strong advantage if you have worked with Allergy brands/category (or Cough & Cold, Digestive Health, Derma)
- 🕒 You possess a broad sales and marketing experience including experience with Nordic market analysis, campaign development and project management.
- 🕒 Creative and innovative and able to adapt to changes.

Personal background

- 🕒 Pro-active, enthusiastic and have a great drive.
- 🕒 Courage to challenge the existing.
- 🕒 Robust, innovative, and service minded.
- 🕒 Ambitious with a will to succeed and to be best in class.
- 🕒 Strong in building and maintaining relationships.
- 🕒 Ability to communicate cross functional with internal and external stakeholders.
- 🕒 Fluent in English and preferable one more Scandinavian language

KEY PERFORMANCE INDICATORS FINANCIAL AND BUSINESS RESULTS

- 📍 Online and In-store sales for selected allocated strategic brands/products.
- 📍 Brand market share development for selected strategic products.
- 📍 A&P budget for selected strategic products.

STRATEGY/MARKET FOCUS

- 📍 Quality of strategic and tactical plans.
- 📍 Quality of promotional and advertising tools according to product strategy.
- 📍 Adherence to deadlines of annual plans and operations.
- 📍 Knowledge level of the company's and competitor products and disease areas.
- 📍 Drive penetration with Digital initiatives.

OPERATIONAL EXCELLENCE

- 📍 Quality of relationship with key stakeholders.
- 📍 Adherence to rules and regulations.
- 📍 Execute high ROI customer marketing plans.
- 📍 Through support/assistance, secure high quality of operational activities.

PEOPLE AND CAPABILITIES

- 📍 Strong culture of external customer focus

CHALLENGES

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

WORKPLACE

STADA Nordics office in Herlev

The possibility to work from home 2 days/week.

IT COMPETENCES

- 📍 Microsoft Office
- 📍 General good IT understanding
- 📍 DLI and IQVIA data

CONTACT AND APPLY

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