

Job description

Marketing Manager

Keywords:

Industry: animal health / **Segment:** livestock vaccines and diagnostics / **Scope:** marketing management / **Location:** Nijmegen, The Netherlands / **Travel:** 15%

About Vaxxinova

The Vaxxinova Group was officially named and founded in 2010 but can rely on expertise and presence originating from the 1960s. Vaxxinova has a global network of production, research & development and diagnostic facilities in 8 countries: Brazil, Germany, Italy, Japan, Jordan, the Netherlands, Norway, USA. Its agile headquarters are based in Nijmegen, the Netherlands. Vaxxinova's products and services are available in more than 60 countries.

Vaxxinova aims at providing a full range of both, autogenous and licensed vaccines combined with high-quality diagnostic services, supported by strong R&D. Our main focus is on livestock including poultry, aqua, cattle and swine.

Vaxxinova is part of the family-owned EW Group. The EW-Group is based in Germany and is specialized in animal genetics, animal nutrition and animal health. The Group operates in over 100 countries and records consistent international growth. Its positive outlook and global orientation have led to an independent and significantly stable position in the market and a steady expansion.

About the role

This position is based in Nijmegen, reporting to the International Sales and Marketing Director. In this position you will be responsible for the marketing support for the vaccine range (autogenous and licensed) and the diagnostic services, facilitate the collection of relevant market data and perform market analysis and segmentation. Further responsibilities include the marketing strategy but also hands-on marketing communication including development of marketing materials, promotion through social media and events. This role also involves project coordination in close collaboration with the R&D team.

This position interacts with multiple disciplines including our (external) sales and technical team.

Main responsibilities

- Collect and analyse market data and trends, competitor products, and other relevant information.
- Together with the sales and technical team finetune the marketing strategy and assure proper implementation.
- Prepare marketing campaigns including brochures, technical bulletins, posters and marketing materials.
- Support the organisation of global events and exhibitions.
- Prepare and post online content on the company's website and social media accounts.
- Keep track of and coordinate our marketing and R&D projects.

Qualifications

- Degree in commercial economy, B2B marketing or equivalent working experience.
- Experience in the animal health industry. Experience in the vaccines and diagnostics industry is a plus.
- Able to analyse market data and translate them into relevant insights.
- Demonstrated capability to define a marketing strategy.
- Good planning skills.
- Excellent English proficiency both written and spoken is required (the office language is English), knowledge of other languages is preferred.
- Excellent communication skills and a team player.
- Cultural sensitive and able to think outside-in.
- Representing our entrepreneurial spirit and hands-on mentality.
- Demonstrable ability to multi-task and adhere to deadlines.
- Well-organized with a customer-oriented approach.

Organization

- Based in Nijmegen, The Netherlands.
- Reporting to the International Sales and Marketing Director.
- Part of the Sales and Marketing team.
- About 15% travelling.

Questions / applications:

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