

MARKETEER (M/F) - COMPANION ANIMAL (OSTEOARTICULAR DISEASES)

About TheraVet

TheraVet is a vet biotech company headquartered in Belgium (Wallonia) with a US-based subsidiary. TheraVet mission is to develop innovative, safe and effective products to improve the well-being of animals suffering from osteoarticular diseases. TheraVet is developing two product lines: (i) VISCO-VET currently in clinical phase for the treatment of canine osteoarthritis and (ii) BIOCERA-VET developed for applications in bone surgery.

To reinforce its organization, TheraVet is looking for a

“Marketeer (M/F)- Companion animal (osteoarticular diseases)”

Your responsibilities

- The marketeer will be responsible for developing, executing and tracking an integrated marketing plan to maximize the business profitability of the brand portfolio under his/her control. A combination of strategic vision and ability to implement quality and innovative programs focused on veterinary professionals maximizing the mix of channels will be key in this position.
- Contribute to the marketing strategy for vet professionals & staff in the region, in tight collaboration with the core team (sales, technical, other marketing functions)
- Lead the implementation of the marketing strategy and plan throughout the sales team
- Develop the customer segmentation strategy, and ad hoc strategies for customers relevant to the products in coordination with sales
- Design and implement multichannel programs leveraging the mix of channels to foster TheraVet brand image

Planning, Development & Implementation

- Ensure a good understanding of the market and the voice of the customers
- Ensure excellent project management skills to meet deadlines within assigned budget
- Identify risk and opportunities to current plan and proactively propose alternatives
- Ensure tracking and measurement of KPI's per project analysing to ensure strategy execution and its impact on the performance of the portfolio of brands under his/her responsibility.

Your Profile

Background & Experience

- Bachelor's or Master's degree from accredited university/ school with preferably an advanced degree
- Work experience in marketing in the pharmaceutical industry and/or pet related industries, customer facing experience is a plus
- Solid knowledge and experience in understanding of brand and customer marketing
- Excellent team worker
- Excellent communication skills to serve as key contact for sales force interaction
- Strong Digital Marketing knowledge and experience, including social media

Skills Required

- Strong Project Management skills is a must
- Strategic thinking & strong analytical skills
- Communication, leadership and creative skills
- Technology-savvy
- Strong oral (and in writing) in English and French, other languages are a plus

Our Offer

We offer a truly global, dynamic and challenging environment with great opportunities for personal development with

- Full-time contract
- Immediate start
- Location/area : Belgium (Charlerloi), scope of work Europe region
- Extend of travel abroad or outside the country : 10%
- Attractive salary package & bonus
- Car eligibility, Bonus

Interested?

Send your application to info@thera.vet