

## Head of Marketing and Communications with digital focus (m/f/d)

### INDICAL - Who we are and what we do

At INDICAL, our purpose is to prevent and monitor animal diseases offering innovative, quick and high-quality diagnostic solutions. As a company of the listed VIMIAN Group, INDICAL is part of a global network of innovation-driven companies with a shared passion for improving animal health. INDICAL benefits from the global strength of the VIMIAN Group and the agility of a start-up company. Directly covering 18 countries, we are represented in over 160 countries and we are a rapidly growing, profitable science-based company.

Our core values are fairness, impact, passion and trust. We have an ambitious, frank and informal culture, in which everyone's opinions and ideas count.

We are looking to strengthen our team with a **Head of Marketing and Communications** with strong digital focus to lead our MarCom team of two.

### Job description

You will be responsible for driving all aspects of Marketing Communications including:

- Annual Marketing planning and execution
  - Marketing strategy: align across departments to validate and execute marketing plans
  - Channel mix: define marketing mix and targets for lead generation and revenue growth
  - Marketing performance: monitor marketing spending vs plan and provide monthly forecasts
- Lead generation & conversion /growth hacking – inbound and outbound
  - Optimize lead conversion across the whole sales funnel
  - Develop campaign strategies to increase lead generation and conversion for new and existing customers
  - Create global and local strategies for new product launches to generate leads either to increase share of wallet with existing customers or identify and engage new prospects
  - Manage analysis and reporting of marketing program performance vs. KPIs
- E-commerce and platforms
  - Develop/improve websites and e-commerce structure, content and end-to-end customer experience to increase engagement and conversion across our platforms
  - Drive quality and consistency of our web standards, content, and structure
  - Ensure integration between ERP, CRM, MA systems and enable the right data to be collected
- Brand, content building and thought leadership
  - Ensure development of brand strategies, architecture, and framework & develop brand toolkits
  - Content: Develop, implement, manage and analyze content to educate customers
  - KOLs: activate key opinion leaders/influencers to gather feedback and build credibility
- Lead the Marketing Communications team & represent MarCom as a function
  - Lead, support and develop a team of two: a Senior Marketing Manager focusing on events, offline tools, trademarks and branding, and a Digital Marketing Manager focusing on digital channel strategies (social media, email, paid search, webinars) and on marketing automation
  - Communicate marketing activities and company updates across INDICAL

- Represent Marcom within INDICAL's functional leadership team
  - Represent MarCom as a function
  - Proactively engage with other key functions including sales, product management, regulatory

## Position requirements

- Minimum 3-5 years' experience in marketing/marketing communications in a high-growth company
- Strong expertise in digital marketing/growth hacking with at least 3 years' experience and a proven track record of success
- Experience in the FMCG or healthcare company a plus

## Personal requirements

- Drive to lead a great team and self-starter who wants to get things done.
- Well-organized with the ability to successfully manage multiple projects and resources concurrently on time and on budget. Yet, agile to be reactive in terms of outbreaks or emerging opportunities in the market
- Self-motivated and a problem-solver mentality
- Strong interpersonal and communication skills
- Data driven and customer-centric mindset
- Experience in using various tools to analyze, test, and complete online marketing activities (e.g., Google Analytics, email management/CRM, SQL)
- Collegial, collaborative and working based on high-level of trust
- Comfortable working remotely from other team members, manage to stay in sync and influence internal partners by being an excellent communicator

**Job location:** Home office within Europe or based in our Leipzig office

**Functional area:** Sales & Marketing

**Employment type:** Regular full-time

**Timing:** Immediately

Ready to roll up your sleeves and join our multi-cultural team? Please apply to [hr@indical.com](mailto:hr@indical.com) including your complete application documents as well as your earliest starting date and salary expectations.

INDICAL is an equal opportunity employer and values diversity. We take our employment decisions based on your qualification, merit and our business needs.