



Farmvet Systems Ltd

Farming Data, Yielding Insights

Marketing Manager – Farmvet Systems

Farmvet Systems is a successful UK-based provider of digital tools to farm animal veterinarians. Our VetIMPRESS platform allows the vet to spend more time providing farmers with the best possible service and care for their animals. The technology increases efficiency and decision support for vets by improving the management of vet workflows, farm data analytics and practice business insights.

Following our recent international expansion, we are recruiting for a full time Marketing Manager who will be solely responsible for managing the company's marketing activities while working very closely with the management team, the business development team and also with marketing teams within international affiliates of our global partner organisation; Vetoquinol.

Reporting to the COO of Vetoquinol, the role missions / main responsibilities will be:

- Responsible for the organisation's corporate and solution marketing activities, ensuring the development and delivery of an innovative marketing strategy and roadmap in line with the strategic aims of the business
- Develop and implement marketing strategies and plans ensuring effective short-term and long-term planning to meet overall marketing objectives in cooperation with the business development team
- To ensure the business development team are developing and growing the Company's commercial effectiveness by adding value through provision of effective, timely and knowledgeable support to our customers and partners
- Ensuring the effective planning and execution of digital marketing strategies, including marketing database, email, social media and advertising campaigns. Utilise strong analytical ability to identify trends and insights, and optimize spend and performance based on these insights
- Establishing and managing the creation of relevant marketing content for both off-line and online initiatives. Build a network of internal and external copy writers, contributors and digital asset creators (graphics, video etc)
- Analyse market data and feedback in order to gain optimal market share and market penetration as well as exploring, gaining and implementing new opportunities in collaboration with the business development team, sales managers and management team
- Creating the annual marketing expense budget in collaboration with the CEO, Marketing Managers in partner affiliates and Finance Manager in order to ensure investment is allocated by customer segment and by solution to deliver budgeted pricing, margins and net sales for the solution range
- Provide the agreed reports on marketing activity to the CEO, business development and customer operations functions and others as required. Formulate, implement, monitor and measure the effectiveness of promotional activities.
- Lead the central marketing functions (e.g. brand, content marketing, customer marketing) and collaborate with Marketing Managers in partner affiliates to support the execution of local campaigns.

- Create toolkits and templates to enable sales teams and support affiliate marketing campaigns.
- Work with the CEO, COO and Marketing Managers in partner affiliates to ensure marketing activities are aligned

The successful candidate will:

- Be a qualified and chartered Marketer
- Be experienced in working in a SME & standalone environment
- Have at least 2 years' experience of B2B and B2C
- Have at least 2 years' experience in a similar role
- Have experience using graphic design software

We are offering a basic salary of up to £40,000 per annum depending on experience. You will be based at our offices in Moneymore, Northern Ireland.

To apply for this role please email your CV and covering letter stating your salary expectations and notice period to jobs@farmvetsystems.com