

## Senior Brand & Communications manager

### Background:

TheOTCLab is a Dutch company based in downtown Amsterdam. At TheOTCLab, we focus on developing effective, non-toxic medical devices for everyday health issues. Why? Because we are passionate about giving people, worldwide, access to natural, easy-to-use and safe treatment solutions.

We are looking for a strong fulltime Senior Brand & Communications manager. In this challenging position you are responsible for building our brands in our Direct markets (NL & UK) and internationally with our partners, into a strong unique OTC and FMCG environment. This includes setting up and implementing the communications & brand strategy and managing implementation of our key campaigns and projects. Strategic brand monitoring is important by being on top of consistently carrying out our brand message on all communication levels and in everything we do. You will be able to work with a strong team and international team of partners.

We are looking for an expert that can drive our strategic brand plans, has a hands-on approach, and possesses the ability to work with an international team.

### More Specifically

- You will be responsible for the brand portfolio and Profit and Lost (P&L)
- You will be responsible for developing and implementing the Communications & Brand strategy, leading to increased brand awareness and understanding, creating sustainable growth for our company.
- You will be developing and monitoring an Integrated Communications Strategy across all content, Video, Social Media and Consumer PR Channels.
- You are tailoring our Marketing communications to the international markets and you will ensure a consistent message that highlights the most relevant benefits to consumers
- You will lead channel strategies for our owned media - blog, Social Media and video content, and know how to get these to life with our specialized teams (content, creative services)
- You will be coordinating product innovations and launch activities of new brands en products
- You will be managing the planning and production of brand campaigns, managing multiple stakeholder needs and ensure quality creative delivered to deadline
- You will do the management of brand marketing agencies: Creative agency, PR agency
- In collaboration with Market research teams, and business development teams, you must be able to develop consumer and market insights, leading to strategic brand plans, which will guide your own and other marketing teams.
- You will be collecting information about the market, distributors, competitors and translate these into strategy and plans

In this role, you will concur all everyday challenges with a small team. You will be able to get involved with everything to secure that it moves forward quickly. You will see the immediate result of your actions. You are an inspirator, advisor, cooperating foreman, depending on what is needed. You will report directly to the management team.

### We Need Someone Who

- has a bachelor or master's degree, preferably in the marketing domain;
- has 3 - 6 years of relevant experience in a fast-paced organization
- is highly structured and organized;



- is motivated and proactive with a high level of ownership and willingness to think beyond a given task;
- has a taste for action and wants to participate in the adventure of a fast-growing company;
- is a strong communicator who can work effectively with a range of internal and external stakeholders;
- is analytical and has a real sense of ROI of marketing investments
- has strong English skills - both written and spoken.
- Is willing to travel regularly
- Preferably living in Amsterdam

#### What do we offer?

- The unique opportunity to have a serious impact on a growing company;
- A high level of autonomy, responsibility and ownership in your role and plenty of freedom for ideas and own initiatives;
- An extremely steep learning curve and plenty of room for personal growth;
- Work with a young, fun motivated and international team;
- Work in a modern office in downtown Amsterdam

Applications can be send to:

[info@theotclab.com](mailto:info@theotclab.com)

or

TheOTCLab  
Paulus Potterstraat 20  
1071 DA Amsterdam