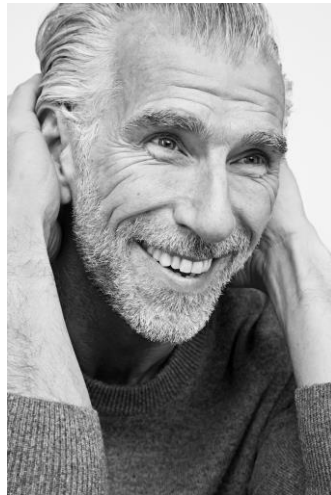


Smart choices for everyday healthcare

Karo Pharma offers a portfolio of everyday healthcare products and services that help prevent illness and treat health problems. With a wide range of trusted, documented, and original brands, backed by services for partners, customers, and consumers, we provide people with the options, knowledge, and access they need to stay healthy. We call it smart choices for everyday healthcare. We specialize in seven product categories: skin health, intimate health, digestive health, foot health, wellness, pain, cough and cold and specialty products such as Rx pharma care. Across these categories we own a range of differentiated brands in both prescription drugs (Rx) and consumer products (OTC).

Karo Pharma's products and services are present in over 60 countries with own subsidiaries in over 11 European countries. Karo Pharma has a revenue of SEK 2,9 bn in 2020, is headquartered in Stockholm and listed on NASDAQ First North Growth.



Brand Manager

 **Turku (Finland)**

We are looking to strengthen our Finnish team with a local Brand Manager focusing on our consumer markets with a strong digital marketing emphasis.

Roles & Responsibilities:

- Lead the local brand development with a responsibility for P&L management including sales targets, media budget and margin improvement
- Drive the annual marketing and campaign planning cycle, including activation strategy, budget management while driving towards set growth targets
- Execute the marketing and campaign initiatives and develop relevant assets, with high focus on digital channels
- Secure efficient spend of marketing budget together with media agency and key account managers
- Measuring and reporting performance on marketing campaigns and set KPIs

Qualifications and education:

- Worked as brand manager for more than +3 years from similar positions within consumer healthcare.
- University degree within business, marketing or equivalent.
- Digital marketing competence/experience/interest.
- Excellent skills in Microsoft Office.
- Fluent in Swedish and English oral and written.

Personal Profile:

- Motivated by Karo's mission to improve people's everyday health.
- Team orientated, collaborative style combined with a clear responsibility for delivery and results.
- Ability to prioritize and structure tasks in a fast paced environment.
- High business acumen, with a strong orientation towards consumers, customers and channels, including E-commerce.
- Highly ambitious, with a proactive, problem-solving attitude towards business opportunities and challenges.
- Excellent interpersonal and communication skills; able to translate complex analysis into persuasive recommendations and to tailor for multiple different audiences.
- Strong demonstration of the Karo values - Challenge, Act, Connect, Care

We offer:

- Opportunity to create, grow, and encourage
- Apart from a competitive salary pack, there are lots of growth opportunities to meet your personal ambitions
- Flexible schedule and life work balance
- Responsibility for exciting and challenging projects that have a direct, visible impact on our customers and the industry
- Very positive work environment in a young, international, and motivated team

Karo Pharma has a Diverse & Inclusive environment. We are looking for qualified candidates irrespective of gender, gender identity, sexual orientation, ethnicity, race, religion, national origin, disability or age.