

## Sales and Marketing Manager

In line with significant expansion, Provita are recruiting for an ambitious and talented marketing manager to join their dynamic team. This is a new role within the business, which is integral to the company's growth. The candidate will be responsible for devising, implementing and reviewing marketing plans and strategies on a global basis as well as local in line with the company's business plan as well as managing and developing a team of sales professionals to help achieve company objectives. The suitable candidate will be rewarded with a competitive salary and career advancement opportunities, which could include progression to board level.

Provita have a strong portfolio of animal health products including Provita Protect, the world's first medicinally licensed probiotic and Hoofsure Endurance, the market leading footbath solution. Provita have an extensive research and development department which has allowed it to develop a range of products specific to a wide range of species including cattle, sheep, poultry, pigs and small animals which are sold both domestically and globally. This position is preferably Northern Ireland based but consideration will also be given for a suitable GB candidate working from home.

### Essential Criteria

- A minimum of three years experience in a B2B marketing manager role
- Experience of sales or marketing management within animal health / agriculture
- Proven track record of developing new markets
- Effective management of a marketing budget
- Experience of effective liaison with external partners including designers, advertising and PR agencies
- Experience of recruiting, interviewing and training new recruits
- Ability to organise and analyse international and domestic exhibitions
- Flexibility to attend exhibitions and key customers overseas is essential
- Strong organisational skills and ability to work under pressure to tight deadlines
- A creative ability to research market opportunities
- Experience in devising, implementing and analysing advertising and promotional campaigns
- Valid Driving licence
- Strong written, numerical and ICT skills
- 3rd level education preferably with in Agri-sector / animal health / life science
- Ability to travel internationally

### Desirable Criteria

- Sales management and Marketing experience with the animal health / Agri-sector
- Experience of working within the agricultural industry
- Experience of using a CRM system
- Experience in updating content management websites
- MBA or equivalent.
- Fluency in one or more foreign languages.

Closing Date: 20th February 2012

Provita is an equal opportunity employer.

Candidates should forward their CV  
by e-mail to [careers@provita.co.uk](mailto:careers@provita.co.uk)

or by post to

Provita,

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Omagh,

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