



## JOB POSTING

### Senior Marketing Manager – Animal Health

#### About the Company

Virox Technologies Inc. is a leading manufacturer in equipping the entire spectrum of global markets that are concerned with infection control with state-of-the-art antimicrobial technology in the war against microbes. As a research driven company, Virox currently sells branded and private label products and partners with industry leaders in human and animal health markets. All partners have validated the scientific claims and market acceptance of our patented technology called Accelerated Hydrogen Peroxide. We are presently growing at an exciting pace and are looking to add a Senior Marketing Manager – Animal Health to our team.

#### About the Role

As a member of our Animal Health team reporting to the Director, TPM – Animal Health, the *Senior Marketing Manager – Animal Health* is responsible for supporting the Animal Health sector's strategic plans to advance the Company's mission and objectives, by ensuring the appropriate resources are in place to increase organizational growth.

#### Duties & Responsibilities

- Planning, developing, and implementing marketing strategies and activities associated with the animal health sector.
- Managing all marketing services activities within the animal health sector, including Virox Animal Health Websites, developing sales tools, sales bulletins, inside sales training materials, distributor training presentations, and end-user onboarding training presentations.
- Disseminating training programs and materials.
- Developing the annual marketing budget and monitoring the performance of all marketing strategies.
- Monitors the maintenance of the Partner and Distributor Marketing binders.
- Identifying communication strategy required for tradeshows.
- Supporting in the identification and execution of speaking opportunities and submission of oral and poster research project opportunities.
- Executing tradeshows and conferences.
- Identifying key publications and relevant associations/organizations for advertising opportunities.
- Reviewing partner and distributor websites for positioning, messaging, and brand compliance.
- Reviewing competitor websites for intelligence and activity.
- Monitoring and identifying social trends, hot topics, industry awards, recognition programs and special events.
- Developing and executing content.
- Providing support to market teams in the identification of key influencers and key opinion leaders.
- Coaching, mentoring and developing the marketing team through the provision of tools and resources to effectively perform all of their responsibilities.

#### What do you need to succeed?

- University or college diploma in business, marketing or a related field.
- 5 or more years of experience in marketing or other related field, with an emphasis on marketing directed at Animal Health.
- Proven ability to manage multiple marketing disciplines; project management experience is considered an asset.
- Ability to problem-solve and troubleshoot operational issues.
- Ability to build and maintain positive and professional relationships with internal and external clients.
- Demonstrated ability to lead and motivate a team.
- Demonstrated ability to handle confidential and sensitive matters with tact and decorum.
- Demonstrated ability to analyze and solve problems in complicated business situations.

- Ability to innovate and improve processes.
- Strong Microsoft Office Word, Powerpoint, Excel and Outlook skills.
- Ability to work longer hours and/or outside regular business hours during peak periods.
- Ability to travel nationally and internationally as needed.

## Applications

Those interested in being considered for this opportunity are asked to forward their resumes to [jobs@virox.com](mailto:jobs@virox.com) by no later than March 9, 2018.

*Virox Technologies Inc. is committed to providing accommodation for individuals with disabilities. Accommodation will be provided upon request in all parts of the hiring process as required in accordance with the Virox Technologies Inc. Accommodation Policy. Candidates requiring accommodation are asked to make their needs known in advance.*

*We sincerely thank all applicants who express an interest in this role; however, only those candidates being directly considered will be contacted.*