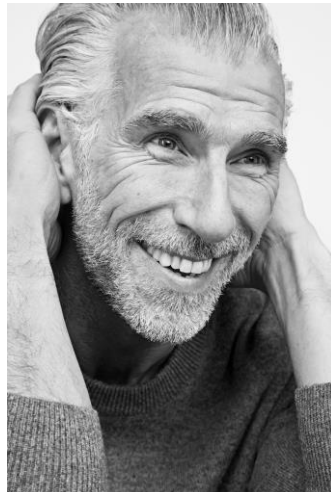


Smart choices for everyday healthcare

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.



Senior Social Media Ads Manager for the brand [Alpha Foods](#), [Nutravita](#), [Remescar](#), [Satin Naturel](#)

📍 Ghent, Belgium / Rotterdam, the Netherlands / Düsseldorf, Germany / Maidenhead, UK / remote

Sylphar is a young, dynamic and strong growing digital first consumer-health company with headquarters near the beautiful city of Ghent and offices in Rotterdam (NL), Düsseldorf (DE) and Maidenhead (UK). Sylphar is owned by Karo Health, a Swedish public company striving to improve people's health and wellbeing. Karo's vision is to become the leading omni-channel player in Europe within everyday health. We help people to make smart choices for everyday healthcare through a variety of consumer brands: Alpha Foods (food supplements & health nutrition), Nutravita (food supplements, health nutrition & VMS), Remescar (skincare) & Satin Natural (skincare),...

As part of these ambitions we are expanding our digital marketing and e-commerce squads and are looking for a Social Media Ads Marketeer.

Roles & Responsibilities:

- Setting up scalable ad account structures in the Meta-, Google-, Bing-, Pinterest & TikTok business manager
- Learning about and testing new ways to connect with consumers like affiliate marketing, native advertising and going the extra mile until 'they work for the brand'
- Performing A/B testing on adverts and landing pages to optimize on key metrics like engagement rate, conversion rate, basket value & ROAS
- Setting up advanced e-commerce tracking, data layers, GA4 and putting that data to work for yourself and your peers on the whole team
- Analyzing campaign performance, identifying- & implementing new testing strategies and optimizing multi-channel campaigns to maximize the ROI
- Thinking about new concepts, creative ideas, growth marketing tactics
- Sharing learnings with colleagues & challenging each other to go the extra mile
- Having ownership in your role, end-to-end impact on the business and the brand, and short decision lines allowing us to work agile and to quickly adapt to new trends & tactics

Qualifications and education:

- At least 5 years of experience in paid social media, SEM & e-mail marketing campaigns for e-commerce brands or in a similar role
- You have a no nonsense and can-do mentality and you are a team player eager to learn and share with local and international colleagues
- You are fluent in English (any additional language such as Dutch, German or French is a plus)

We offer:

- Opportunity to create, grow, and encourage
- Apart from a competitive salary pack (amongst which hospitalization insurance, group insurance, meal vouchers and other extra perks & benefits), 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.