



Job Title: Marketing Manager Dairy, Allflex Livestock Intelligence

Department: Global Marketing

Position Location: Piacenza, Italy, EMEA

Requisition ID: AFGM#002

Allflex Livestock Intelligence is the world leader in the design, development, manufacturing and delivery of solutions for animal identification, monitoring and traceability. Our data-driven solutions are used by farmers, companies and countries to manage hundreds of millions of animals worldwide. By putting intelligent, actionable management information into farmers' hands, our solutions empower them to act in a timely manner to safeguard their animals' health and wellbeing, while achieving optimal production outcomes for a healthy food supply. Allflex Livestock Intelligence is a Livestock portfolio of digital products within MSD Animal Health.

As the largest provider of animal identification technology, we meet growing customer needs by providing over 500 million tags for identifying, tracking and monitoring animals every year and we monitor over 5.5 million cows daily, which allows access to real-time, actionable data and insights to help improve or enhance animal management and health outcomes.

With over 60 years of experience and around 1,900 team members worldwide, we have a global network of experts, each with a great depth of experience and unparalleled knowledge, who provide a valuable resource to farmers, companies and countries. Allflex Livestock Intelligence has manufacturing and technology subsidiaries in North America, Europe, Israel, South America, China, Australia and New Zealand. Our products are distributed in over 100 countries.

Through its commitment to the *Science of Healthier Animals*®, MSD Animal Health offers veterinarians, farmers, pet owners and governments one of the widest ranges of veterinary pharmaceuticals, vaccines and health management solutions and services as well as an extensive suite of digitally connected identification, traceability and monitoring products. MSD Animal Health is dedicated to preserving and improving the health, well-being and performance of animals and the people who care for them.

For more information visit <https://www.allflex.global/>.

Job Description:

Reporting to the Global Marketing Manager, the Marketing Manager Dairy, will give support in developing relevant content topics to reach the Dairy segment company's target customers. The incumbent of the role will be responsible for the strategic marketing plan, coordinating the marketing needs coming from the regions.

Will also create, curate, and manage all published content (images, video, written and audio/podcast).

This role is based at Piacenza, Italy with regular periods in the field as required.

Key Responsibilities:

Product Strategy and Planning

- To lead the development of individual strategic and tactical marketing plans (including budgets) for the designated portfolio.
- To interact with the product marketing managers, while being the final owner of the comprehensive marketing requirements documents
- The development of strategic and operational marketing plans for key ALI Dairy products in collaboration with regional marketing managers.
- Devising and implementing effective marketing campaigns across a designated product portfolio (including new product introductions) to achieve growth in sales and profitability and to manage spend within agreed budget.
- Actively contribute to the development of the Dairy new product introduction Plan.
- Working with ALI Livestock colleagues in species teams to formulate detailed annual plans and objectives for promotions and campaigns in line with overall ALI marketing strategy and priorities, including new product/services launches and in-market product life-cycle management
- Working collaboratively with existing ALI colleagues on how to bring existing ID/monitoring capabilities into the Dairy Market
- To support the development of individual strategic and tactical marketing plans (including budgets) for the designated portfolio.
- Lead by example the marketing community in the championing of ALI products and coach more junior team members to support them in their development as professional marketeers
- Understand customer value and strategic direction of Merck Animal Health to support development of new technologies.

Forecasting

- Work closely with Product Marketing Manager and Sales Operation to review, revise and communicate sales forecasts and minimum inventory levels to guide production and delivery taking into account promotional plans, seasonal variations and market demand to anticipate and meet customer demand generated by the corresponding marketing strategy

Marketing Budget

- Advance capabilities to manage the delegated advertising and promotional budget for a defined group of products.
- Monitor spend to ensure budget targets are met.

Internal and External Relationships

- Identify, build and develop constructive relationships with team colleagues, across the ALI Livestock business including but not limited to sales colleagues, technical advisors, regulatory colleagues, customer services and demand management collaborators and commercial intelligence analysts.
- Identify, build and develop constructive relationships with team colleagues, across the ALI Dairy and Livestock business in the regional and global marketing team to ensure alignment of local tactics and strategies with the global vision for the relevant portfolio of products
- Identify, build and develop constructive relationships with external contacts to facilitate team working, the exchange of information, the development of business opportunities and to promote the ALI Dairy and

Livestock business, including but not limited to relevant Key Opinion leaders, industry partners and sources of business intelligence.

- Represent the interests of the ALI Dairy and Livestock business at international level if required (for instance communicating product life-cycle management requirements to compete in the local environment or participate in International Product Team(s) as appropriate)
- Increasingly participate in key business meetings, local or international to communicate plans and educate relevant stakeholders, ensuring effective execution of marketing plans
- Gain understanding of the Dairy industry and/or ALI business, the appropriate Regional and country market and competitive environment

Marketing Campaigns & Other Activities

- Develop through cross functional collaboration an understanding of the regulatory environment and industry compliance requirements.
- To Interact with Sales Operation to develop, present, deliver and manage customer centric marketing campaigns for key ALI products, leveraging all possible marketing promotional tactics, with a strong emphasis on sales force tactics and digital marketing.
- To effectively monitor and analyze the markets for the company's products to support the development and implementation of regional marketing plans
- In partnership with species business managers provide on-going support, guidance and training to sales teams in the implementation of plans,
- Increase competencies in the commissioning and design of promotional materials, PR, events and activities, based on solid customer insight, to meet agreed marketing plan objectives.
- Simultaneous management of multiple complex projects, some of which may have cross functional involvement
- Responsibility for projects beyond Marketing at the request of the Global Marketing Manager.

Qualifications:

Education Minimum Requirements

- Degree level in agricultural, veterinary.

Required Experience & Skills

- Deep work experience (at least 10-15 years) in sales or operations role in Dairy industry.
- Deep expertise in Dairy industry working either at Dairy farmer or a supplier of a dairy production industry.
- Must be a self-starter with a strong sense of ownership in securing results.
- Willing to get things done by themselves with little direction to move towards our mission.
- Extensive industry network through the wider Dairy production value chain.
- Experience around sensors, electronics, RIFD preferred.
- Strong communication skills - verbal and written – fluency in English a requirement
- Commercial acumen including good understanding of industry-relevant financial data and the ability to analyze and interpret a range of financial information

- Ability to obtain, analyze and interpret industry relevant market intelligence and market research data to derive conclusions and recommend creative solutions
- Good time management, project management and organizational skills
- Established ability to lead, influence and motivate teams that do not report directly into the post such as cross-functional teams
- Ability to brief and manage the relationship with external suppliers and creative agencies

Preferred Experience & Skills

- Experience in Digital marketing (Pardot) is highly desirable

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Travel: Yes 50% Travel

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