



AN INNOVATIVE COMPANY IN EMERGING DIGITAL TECHNOLOGY FOR LIVESTOCK.

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.

MSD Animal Health Intelligence (MAHI) is a business unit of Merck Animal Health responsible for the non-BioPharma Technology within the group.

Data Labs is a new division of MSD Animal Health Intelligence, a global sustainability partner providing objective and insightful knowledge to food, agriculture, and companion animal organizations.

Job Title: Global Brand Manager DataLabs

Position Location: Ideally Dublin, Ireland, but open to have this role remotely based across EMEA

Requisition ID: MAHI#009

Position Summary:

Job Description:

Data Labs is a new division of MSD Animal Health Intelligence. The Data Labs Global Brand Manager will work closely with the Marketing Lead and the Data labs Development and Commercial teams to establish and grow our Brands (DNA TraceBack® and DATALIVE™) and solutions.

This is an exciting role which should deliver for any marketer who is looking to make their mark through innovative solutions which launch disruptive solutions in the Food, Livestock and Companion Animal sectors.

Core Responsibilities will include

- Work with Marketing Lead and the broader team to establish and communicate the selling propositions for our range of Data-Driven Sustainability solutions
- Establish a core B2B2C marketing campaign, which drives awareness and understanding of our potential as a “Best Choice Partner” for Leading Food Companies, Retailers and Food Processors and associated organisations.
- Working with tight budgets, bring the Brand offer to market with insight and innovative solutions which grab attention and engage the target

- Deliver the Plan
 - Understand our Commercial Audience and liaise with stakeholders including, suppliers and partner organisations to understand what they need and how we can best pitch our partnership potential to engage leads.
 - Lead and Manage Agencies to develop and deliver marketing collateral which inspires and engages our target audience across all relevant media
 - Collaborate with Product and Commercial teams to develop executional support materials e.g. product guides, tooltips, knowledge base articles, videos etc to support commercial pitch and customer training/
 - Manage research, events and product exhibition solutions including webinars and conferences as needed.
 - Design and manage effective digital content and traffic plan, including social media content and presence across all channels
 - Create, maintain, and implement digital marketing and editorial calendars
 - Measure and report on the performance of all digital marketing campaigns to include management of analytical tools such as Google analytics

International travel may be required.

Key Competencies and Qualifications:

- This role requires an innovative thinker who is comfortable working in a fast-paced environment.
- With a minimum of 5 years marketing experience, ideally at international level, this role would suit someone who wants to make their mark in delivering a first and best in class solution.
- Strong Customer or Consumer led marketing experience is required.
- Experience in effective shopper marketing is welcomed.
- Ability to work with various marketing channels.
- Familiar with insight led traditional and digital marketing
- Familiarity with local or specific market culture.
- Strong organisational skills.
- Excellent oral and written communication skills
- Proactive, being able to work in a fast-paced environment.
- Resilient and able to stay focused in a high change environment.
- Strong social media and social networking capability with a deep understanding of what works in different sectors.

Search Firm Representatives Please Read Carefully:

MSD (tradename of Merck & Co., Inc., Kenilworth, N.J., USA) is not accepting unsolicited assistance from search firms for this employment opportunity. Please, no phone calls or emails. All resumes submitted by search firms to any employee at MSD via email, the Internet or in any form and/or method without a valid written search agreement in place for this position will be deemed the sole property of MSD. No fee will be paid in the event the candidate is hired by MSD as a result of the referral or through other means.

Job: Global Brand Manager

Travel: Some international travel may be required (approx. 30% max)

To **Apply Now**, please send your resume to isabel.gonzalezcebianvidal.nme@merck.com with the Acquisition ID included in the Subject.

