Marketing Manager, Health Ingredients

Location: Switzerland, Reinach, Basel Area
Job ID: EV2009-03

At Evolva we believe in applying technology platforms, such as fermentation, to help resolve sourcing bottlenecks in nature. These enable us to provide products that can contribute to health, wellbeing and sensory enjoyment. We research, develop and bring to commercialize high quality, affordable, ready-to-formulate ingredients that are based on nature and are available at all times, in any quantity.

At the core of everything we do lies the idea of nature sustained, which is in line with rising customer and consumer expectations. It is an exciting time to become part of our company and contribute to our purpose. With around 70 employees from 18 nationalities and a balanced female representation of 50%, we promote an interdisciplinary and inclusive environment. Evolva is an equal opportunity employer.

Find out more about our company at: evolva.com

Job description
Evolva has an opening for a Marketing Manager to lead, execute and grow the company’s marketing function across our three commercial ingredient businesses (Health Ingredients, Health Protection and Flavours & Fragrances). This position reports to our VP Health Ingredients.

Your responsibilities include:
- Develop lead nurturing programs, including setting and executing strategy, measuring results against revenue goals
- Develop outbound and inbound programs, including email, paid advertising, social, webinars (as needed), content creation, and targeting, that will deliver an increasing volume of qualified pipeline for the sales team
- Create campaign messaging, content, and strategy to deliver required business growth results across paid, owned and earned channels
- Employ best practices to achieve growth goals while also experimenting with creative strategies and alternative tactics
- Collaborate with the sales teams to create a strategy that targets top accounts including outbound campaigns
- Build systems and processes that will track and report on key performance metrics and use this data to continually optimize campaign strategies
- Track demand generation performance and full funnel KPIs and continuously optimize and improve performance
- Manage content creation internally or use of external resources including agency and enterprise talent platform
- Website management
- Support our global customers and distributors with their marketing needs, oversee TMLA’s and set up cross-promotional activities
**Minimum requirements**

As an ideal candidate you will bring following experiences and qualifications to the role:

- 5+ years of B2B demand generation experience with a strong focus on lead generation, and nurturing campaigns, ideally this experience will be within at least one of the following ingredient sectors: food supplements, foods and beverages, animal health, personal care, flavours and fragrances, health protection

- Deep experience engaging buyers via educational content and thought leadership

- Deep experience with managing and optimizing campaigns using marketing automation software (Autopilot, Sugar, Kizen, Act-On, or similar)

- Experience with Wordpress to keep product websites updated

- Knowledge of design software, including Adobe Creative Suite is essential to manage content updates and creation

- Strong project management skills – must be able to organize work in a methodical and rigorous manner; comfortable in a deadline-driven, fast-paced environment

- Proven ability to develop, grow and lead a marketing function team

The right candidate will have strong verbal communication, proven team collaboration skills, and demonstrated leadership and influence abilities.

Fluent oral and written English, other languages desirable but not required. Some travel will be required in this role to attend global industry trade shows and conferences.

**Schedule:** 100%

**What we offer:** competitive compensation & benefits

To apply submit your application online at [evolva.com/abouts/careers/](http://evolva.com/abouts/careers/)

Please provide your CV and cover letter in English.

**Application deadline:** October 30, 2020

Please note:

*Applications received from recruiters and other consultants will only be accepted and evaluated if, upon the time of submission, the recruiter/consultant has entered into a specific agreement with Evolva concerning such submissions.*