

JOB DESCRIPTION

JOB TITLE: Brand Manager

REPORTING TO: Head of Marketing

KEY WORKING RELATIONSHIPS: Internally – Senior Management Team, Commercial Team, Regulatory and Supply Chain Teams

Externally – Agencies, Contract Sales Teams, Regulatory Body, Retail Buyers, Consumers, Healthcare Professionals

MAIN PURPOSE: To create and deliver the allocated brand marketing plans, including the annual achievement of brand goals, profit targets and KPI's.

KEY RESPONSIBILITIES:

- a) Develop and implement go to market/brand plans for allocated brands in line with the overall business and portfolio strategy.
- b) Deliver an exceptional brand experience and maximise marketing opportunities for the brand(s).
- c) Take accountability of and be responsible for each allocated brand P&L.
- d) Daily management of the brand(s) including the management of brand budgets within required parameters, production of monthly reports and recommendations for relevant adjustments.
- e) Own the brand guidelines and brand activation plans, ensuring that the necessary ATL and BTL tools, compelling marketing collateral, marketing campaigns, and educational training materials are available to meet the needs of customers, sales force, partners, and consumers.
- f) Work closely with the Contract Sales Team with guidance from the Head of Marketing and Head of Sales to ensure optimum level of support is provided and that sales targets for each brand are achieved. Share customer feedback and market intelligence to support brand growth.
- g) Analyse the market and gather market competitive information, including OTC environments with a view to identifying possible actions to strengthen brand positions.
- h) Understand and keep up to date with the wider market and potential competitors. Establish and build relationships with key internal, external and industry stakeholders.

- i) Build strong relationships with agencies to inspire and develop appropriate targeted and timely brand and performance marketing activities including TV, PR, digital, events and partnership campaigns for each brand including the brand.
- j) Take ownership of the brand ecommerce websites, ensuring a high-quality user experience, SEO optimised content, and seamless ecommerce journey.
- k) Be a Maxwellia ambassador, internally, externally and with all stakeholders.

PERSON PROFILE:

1. Qualification, Experience and Technical Ability

- a) 3+ years Brand Management experience preferably within consumer healthcare or personal care, with proven brand building skills and demonstrable product launch capability.
- b) IT literate (Microsoft Office, Adobe, Google Analytics, etc.)
- c) Well-developed and evidenced communication and presentation skills.
- d) Experience of analysing, reporting, and tracking of market/consumer data
- e) Commercially orientated with experience of successfully working with sales teams.
- f) Works in a structured, planned way with strong project management skills and experience.
- g) Numerate with experience of budget and P&L management.
- h) Experience of working with cross-functional specialists and agencies e.g., Market Research, Advertising Agencies, Regulatory and Medical Affairs, Procurement, etc.
- i) Experience of media briefing/planning/production.
- j) Marketing degree or equivalent qualification would be a distinct advantage.
- k) Preferably has experience of the PAGB code of practice or experience of working in a regulated industry.

2. Personal Skill and Ability

- a. Readily accepts accountability and ownership of financial targets, budgets, project plans, timelines, and results.
- b. Proactive, self-starter with a 'can do' attitude, ready to forge ahead with agreed plans and actions with minimum support from others. Is excited and energised by the prospect of building new products, services, and brands.
- c. Is an implementer with a flexible and pragmatic ability to find appropriate solutions to issues. Gets stuff done.
- d. High energy, confident and resilient. Prepared to challenge and be challenged in a constructive way. Capable of working in a small close-knit team.
- e. Is numerate and analytical with a curious, creative, and enquiring mind.
- f. Is calm, positive, and constructive in a pressurised business environment. Shows flexibility and adaptability in style for example in ability and willingness to manage a wide variety of tasks and responsibilities.
- g. Able to manage in a complex and changing environment demonstrating personal resilience to adapt, recover and remain positive when goals change, or plans need to be revised. Sees the bigger picture and long-term goals.



- h. Shares Maxwellia values and is capable of being a Maxwellia brand ambassador, becoming a key person of influence within the consumer healthcare industry.
- i. Entrepreneurial spirit, with a hands-on approach, willing to pitch in and support across the business through an exciting period of growth.
- j. Lives within daily commuting distance of Alderley Edge, Cheshire, willing to work in the office up to 4 days per week.
- k. Full current driving licence.

BENEFITS

Maxwellia is located at Alderley Park, Cheshire, where world leading science, innovation, and stylish living come together to offer a truly inspiring working environment. We are looking for a candidate who is within a commutable distance to Alderley Park.

Working at Maxwellia, the successful Brand Manager can enjoy:

- Competitive salary
- 25 days holiday, plus bank holidays
- Pension Scheme up to 5% employer contribution
- Life Assurance at 3 times your basic salary
- Private Medical Cover
- Hybrid working policy (3-4 days office, 1-2 days from home)

About Maxwellia

Maxwellia is a trailblazing, female-founded consumer healthcare company on a mission to widen access to medicines. By transforming prescription drugs into consumer friendly over-the-counter (OTC) brands through a process called "switching," Maxwellia empowers people to take control of their health.

Founded by Anna Maxwell, a pharmacist and self-care visionary and based at the Alderley Park Life Sciences Hub in Greater Manchester, Maxwellia has developed and commercialised four women's health brands.

In 2021, the company made history with the launch of Lovima®, one of the first daily contraceptive pills available without a prescription and hailed as a landmark breakthrough in women's health. This was followed by LoviOne®, an accessibly priced emergency contraceptive pill, that was launched in 2023. And 2024, saw two new period care brands hit the market: Evana® Heavy Period Relief, and Ultravana® Period Pain Relief, helping women to find relief from disruptive periods.

With a robust pipeline of future blockbuster switches, partnerships with leading retailers such as Boots, Superdrug, Tesco, and Asda, and plans for international expansion, Maxwellia is positioned to lead the evolution of the £288bn global OTC market. Backed by



investors including Praetura Ventures, Channel 4 Ventures and the British Business Bank, Maxwellia is redefining consumer healthcare, one innovation at a time.

Learn more about [Maxwellia here](#), or follow us on [LinkedIn](#).

