



Vacancy

Commercial Marketing Manager



NutraQ is a leading direct-to-consumer health and beauty company in the Nordics. The company is focused on further growing their popular skincare brand Oslo Skin Lab across Europe. The Commercial Marketing Manager will lead the brand's launch in Spain, building brand awareness and establishing a loyal customer base in this important growth market.



Requirements

- 5+ years of experience
- In B2C and digital marketing
- Experience creating and executing successful content and campaigns
- Entrepreneurial self-starter
- Analytical and sales-driven

 Madrid

 Minimum of 5 years' experience



About the company

Oslo Skin Lab

Oslo Skin Lab is one of the 4 brands of the NutraQ Group. NutraQ is one of the leading direct-to-consumer health and beauty product companies in the Nordics. Known as a pioneer within the health and wellness industry, the international company develops, produces, and distributes a broad range of high-quality, sustainably made products directly to consumers through a digital and subscription-based business model across 11 European countries and in the USA.

NutraQ is dedicated to promoting holistic well-being and developing premium-quality products crafted from scientific ingredients. Since launching their first products in 2002 in Norway, the company has grown significantly and now has more than 250 employees supporting more than 450.000 active customers. In 2021 NutraQ became a part of the Orkla Group, the largest fast-moving consumer goods company in the Nordics. The company continues to innovate and expand its brand portfolio both through acquisitions and introducing their own new brands.



In 2016, NutraQ launched Oslo Skin Lab, a cutting-edge skincare brand dedicated to revolutionizing the beauty industry with science-backed collagen supplements. Oslo Skin Lab is committed to helping individuals achieve radiant, youthful skin from within and focuses on providing effective and sustainable solutions. The company's skincare hit The Solution™ collagen powder has reformed beauty routines across Europe with its simple, effective, and multifunctional approach to beauty, offering customers skincare minimalism at its best. The Solution™ has been so successful that Oslo Skin Care has had to rapidly expand their business to new markets across Europe and is currently focused on launching the innovative skin care brand in Spain. ▶





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The Commercial Marketing Manager will lead the launch of Oslo Skin Lab in the Spanish market and be instrumental in driving the success of the brand in Spain. This entrepreneurial go-getter will build a loyal customer base from the ground up, developing effective marketing campaigns strategically leveraging digital marketing channels such as social media advertising and influencer partnerships to increase brand visibility, driving website traffic and securing new subscribers.

Combining a deep understanding of market dynamics, consumer behavior, and brand positioning with existing knowledge from the brand's successful commercial strategies in other countries, the Commercial Marketing Manager will follow, adjust and implement a comprehensive market entry strategy, following the playbook for new market entries, and tailoring it to the unique characteristics of the Spanish market. They will report to the Chief Marketing Officer located in the company's Oslo office and collaborate closely with the marketing team to develop compelling brand messaging and positioning strategies that resonate with the target audience.

Applying a sales-driven mindset, the Commercial Marketing Manager will focus on maximizing brand visibility, driving customer engagement, and increasing sales. They will implement integrated marketing campaigns that foster customer loyalty, including launching targeted promotions, exclusive deals, and personalized





recommendations across various channels. Conducting thorough market research to identify opportunities, trends, and competitive landscape, they continuously analyze, evaluate, and report on ongoing tests and campaign results, to gain a deep understanding of consumer preferences, purchasing behavior, and regulatory requirements. Utilizing strategic data and insights, they tailor promotional campaigns and product offerings, enhancing customer engagement and conversion rates.

The Commercial Marketing Manager will also be responsible for cultivating strategic partnerships and negotiating favorable terms and agreements with media houses, agencies, and other suppliers, also overseeing, evaluating, and adjusting outsourced work. They will also be responsible for managing the brand's social media channels, including overseeing content creation, and advertising strategies, creating clear briefs, and developing innovative marketing materials together with internal and/or external (graphic) designers. Additionally, the Commercial Marketing Manager will ensure alignment with Customer Service on current marketing plans, materials, and communication strategies.

Intrinsically positive, the Commercial Marketing Manager has a can-do attitude, welcomes challenges, and eagerly explores new opportunities. Known as a 'people person,' they value collaboration and sharing ideas and easily develop relationships and build strong networks. They have a strong willingness to learn, adapt quickly to change, and identify with the company's core values: Responsible, Respectful, Brave, and Innovative.



The Commercial Marketing Manager will join a dynamic international team who are passionate about skincare and sustainability. The role will be located at the company's office in Madrid and the company's main working language is English. This is an exciting opportunity for a creative and driven marketing professional who is eager to take charge and drive the brand's growth in Spain, making a significant impact in this fast-growing company on a journey to revolutionize the beauty industry. ■



Interested?

NutraQ is working with Top of Minds to fill this vacancy.

To express your interest, please contact Ana Moya Morales
anamoyamorales@topofminds.com.

“The Commercial Marketing Manager will set up the business in Spain from scratch. They will execute the marketing strategy, generating new membership sales and establishing the brand identity in the local market via social media, influencer marketing, press, affiliates, events and more. It’s a dynamic job with a lot of responsibility and the opportunity to continuously learn and develop your own skills as the business grows.”

– Sara Verderio,
Senior Commercial Marketing Manager Italy