

Felcana

MARKETING AND PR MANAGER

We're building a pioneering global pet technology business to help pets live happier, healthier and longer lives. Founded by veterinary surgeons and management consultants, **we're on the hunt for a Marketing and PR Manager** to plan and execute our marketing efforts while ensuring we remain aligned to our brand.

Felcana is a disruptive pet tech start-up that tracks the health and behaviour of cats and dogs. Along with helping owners to better understand their pets, Felcana provides reliable insights that empower vets to make earlier and more accurate diagnoses.

We are an inventive and fast-paced team that is always striving to grow both professionally and personally. We believe in being constantly challenged and we cultivate this attitude through autonomy, responsibility and open discussions. We are seeking talented individuals that share our enthusiasm and drive to help build the future.

ABOUT YOU

You're an experienced marketer working in industry or agency-side. **Your attention to detail is impeccable.** You're a confident communicator, experienced working in a team. You're looking for the next move so you can continue on a steep career trajectory.

We're a startup and so our team structure is flat – you'll work directly with James, our CEO who previously worked at Bain and Company.

RESPONSIBILITIES

- Growing the Felcana brand year on year by developing a compelling communication strategy and set of brand activations that excite consumers, customers and colleagues
- Developing Press Releases and building great relationships with relevant journalists and influencers
- Tracking performance versus spend across all marketing activities to ensure optimised ROI
- Organise attendance at tradeshows and other events
- Inputting into market research as Felcana expands into new products and markets
- Participating in recruitment of top talent for the marketing team as the business scales
- Effectively communicating complex ideas in discussions with team members

QUALIFICATIONS

- You love pets!
- A good degree from a leading institution and 4-6 years of professional experience
- Track record of developing growing brands/categories with a transparent ROI performance track record
- Superb communication skills, both verbally and visually
- Results focused, attention to detail with a zero-defect approach
- Knowledge of paid digital marketing and eCommerce
- Prior employment at a leading advertising/creative agency or relevant industry (e.g. B2C, tech)

BONUS POINTS

- Engaged in the tech community and an interesting network
- Penchant for finding great cat videos to entertain the Felcana team!
- Ambitious and self-starting with the ability to identify creative new approaches

BENEFITS

- Competitive salary dependent upon experience
- Equity options available
- 25 days' annual holiday plus bank holidays
- Childcare vouchers
- World class team that includes experienced product designers, electronic engineers, and vets
- Fabulous office within Somerset House - a location full of designers, artists, scientists and entrepreneurs
- 20% discount across all the bars and restaurants in Somerset House
- Annual bonus to spend on anything pet related

If you've got the right skillset and want the opportunity to put your mark on a new brand, we'd love to hear from you. Please send your CV along with a brief introduction to yourself to careers@felcana.com with the subject line **[Marketing & PR Manager]**.