



BRAND MANAGER (MATERNITY COVER – 18 MONTHS)

Lanes Health is a market leading 4th generation family-owned company in the Natural Healthcare industry with award winning brands. We are looking for a passionate and commercially minded Brand Manager to join our Marketing team on an 18-month maternity cover contract. This is a fantastic opportunity to join an established team and ensure brand continuity and performance during the maternity leave period.

As Brand Manager, you'll be the guardian of your brand portfolio—leading integrated marketing plans, managing product development, and collaborating cross-functionally to ensure brand continuity and growth. You'll bring creativity, commercial acumen, and a proactive mindset to everything you do.

Key Responsibilities

- Help develop and communicate a long-term strategic vision for your brand(s)
- Analyse market data and trends to identify growth opportunities.
- Develop effective trade and consumer marketing strategies.
- Recommend and control agreed cost effective marketing expenditure and evaluate campaign performance.
- Proactive approach to managing projects for designated brand(s)
- Build strong relationships with internal teams and external agencies.
- Ensure compliance with industry regulations (PAGB, HFMA).

What We're Looking For

- Proven experience in brand management, ideally in the Healthcare/Over the Counter sector.
- Strong communication, creativity, and analytical skills.
- Proven project management and new product development experience.
- Commercial awareness and ability to turn insight into action.
- Confident working with data, digital platforms, and social media.
- A collaborative team player who can hit the ground running.

If you would like to find out more or to apply, please contact grlhumanresources@laneshealth.com