digitalswitzerland

digitalswitzerland is a multi-stakeholder initiative that aims to strengthen Switzerland's leading position as a global digital innovation hub. The association comprises over 150 members - renowned Swiss and international companies, universities, cantons and organizations.

Starting **as soon as possible**, we are looking for a:

DIGITAL MARKEITNG & COMMUNICATIONS MANAGER (m/f) 80-100%

You know what it takes to communicate effectively in a digital era. You know how to manage agencies (web master, creative agency, video production) but you also know how to prepare web content and how the backend of a CMS works. You're an expert at working with video formats, blogs, newsletters and social media content and have the technical know-how to use online communication tools. As a Digital Marketing & Communications Manager, you are part of a young, dynamic team at the heart of digital transformation and innovation. You will be responsible for the following tasks:

- *Website*: developing digitalswitzerland's web strategy and managing our ecosystem of websites
- *Video*: preparing briefs, planning interviews, cutting, editing, transcripts (coordinating video teams and production agencies)
- *Strategy*: develop tailored communication campaigns for projects and events and support on overall marketing & communications strategy (media planning, website, editorial calendar, paid advertising SEO/SAO, PR)
- *Platform and tools*: streamline content creation process, identify the best tools to support collaborative content creation and dissemination
- *Analytics:* strong data-driven know-how to capture insights to continuously measure and adjust campaigns

Our expectations:
- You have a bachelor's degree in Marketing & Communications with a focus on Digital Marketing (Uni / FH)
- 3 to 5 years of professional experience in the field of digital marketing, communications, digital project management
- Understanding of web platforms, CMS and CRM (Wordpress, Drupal, Mailchimp, Hootsuite, Hubspot)
- Basic content creation and design knowledge (Illustrator, Adobe Creative Suite) and competency to brief creative agencies
- Understanding of paid advertising ecosystem (Google Adwords, social media, banners, affiliations)
- Interest in digital transformation in Switzerland, innovation and technology
- Excellent ability to write in English, with German, French or Italian
- A high level of commitment and energy, and the ability to work under pressure, with tight deadlines in a fast-paced and dynamic environment

We offer you a flexible workplace, based either out of our Zurich or Lausanne locations. From day one you can work independently, take on responsibility, contribute your individual strengths, master interesting challenges together with the team. If you are interested in this position, send your application to jobs@digitalswitzerland.com. We look forward to receiving your application **by 31 August 2019**.