

## Digital Communication Manager

My client is a successful, privately owned industrial group with several divisions, sales offices and production sites around the world. Innovation, high quality, reliability and customer service are success keys for the leading position in its business. Originally founded more than 100 years ago the group has now a global workforce of almost 5'000 people. The headquarter is based in the Zurich area.

The mission of Corporate Communications is to support the business strategy, build a strong corporate identity and project a brand image to customers that generates a positive, emotive relationship with the company's services and products.

We are looking for a motivated, proactive and committed Digital Communication Manager in the Corporate Communications Team, who will be responsible for the development, execution and management of digital communication and support in the digital strategic direction and implementation. The Digital Communication Manager reports to the Corporate Communications Officer (CCO).

The **Digital Communication Manager** will be entrusted with the following core projects and tasks:

- Definition and implementation of digital communication strategy together with the CCO
- Definition and implementation of social media strategy
- Develop guidelines and conduct trainings
- Controlling and Reporting (e.g. website / social media statistics)
- Supporting the divisional digital marketing activities (SEO, SEA, SEM)
- Campaign coordination
- Briefing and coordination of web and hosting agencies

### Profile

- Degree in the field of communication/digital communication or similar
- Experience in digital communication in an international environment
- Strong writing/content development skills and creative thinking
- Fluent in English and German; additional language skills can be used
- Team player and quick learner with service-oriented thinking
- Open minded, ambitious and motivated personality with an international mindset

Are you interested? Please send your application by E-Mail to Matthias Brägger or call him for more information.