

WEIDMANN

Weidmann Electrical Technology, a business area of the Weidmann Group, is the world's leading developer and manufacturer of specialized products and services for transformers and cellulose-based, sustainable industrial materials. The Weidmann Group, headquartered in Rapperswil-Jona, Switzerland, is active worldwide in more than 30 locations and employs a staff of 3'100.

For our Sales & Marketing department in Rapperswil-Jona we are looking to recruit a

Marketing Events & Promotion Specialist 60% (f/m)

Your tasks:

Marketing Planning & Strategy: Identify and develop marketing budget requirements and monitor spend, coordinating with relevant stakeholders in the regional and global business • Contribute to the global marketing plan, providing regional input and insight, working closely with sales teams to identify and validate marketing requirements • Adapt global marketing strategies and targets, applying them to the regional business • Coordinate with sales and account managers to ensure that the appropriate resources are allocated to projects and all regional marketing activities are aligned with global targets and messaging

Marketing Promotion & Exhibitions:

Oversee the development of regional marketing promotions, programs and events in accordance with the global strategy and regional sales objectives • Lead exhibition and tradeshow management including external agency coordination, marketing collateral, promotional goods, travel coordination, and general project management • Identify and manage relationships with external partners such as event sponsors to develop long term strategic relationships for promotional purposes • Attend exhibitions and events where required, providing onsite assistance and coordination • Facilitate meetings with project team members from cross functional areas • Coordinate and create promotional materials, both online and offline content, utilizing in-house software (InDesign), or coordinating with external agencies

Your qualifications: Bachelor degree in business or marketing* • 4 years+ experience working in a marketing department • Fluent in English (spoken and written) • German language skills and/or other languages preferred • Business-to-business experience is essential, ideally with industrial background • Excellent project management skills, with the ability to work autonomously as well as part of a team • Motivated individual, with a desire to improve and develop the role further • Proactive collaborator who is results driven • Excellent organizational and analytical skills, with strong attention to detail and the ability to deliver projects on time and within budget • Experience working with software packages including Adobe Creative Suite and Microsoft 365

* We would consider candidates with alternative qualifications if they can demonstrate through extensive experience their skills for the role.

** Please note that this position is also advertised as a full-time 100% role. The full-time position description is available at: <https://www.weidmann-electrical.com/careers-at-weidmann/>

We are looking forward to receiving your complete application.

Hansjürg Tschümperlin
hansjuerg.tschuemperlin@weidmann-group.com
TD 055 221 46 61