

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

Regional Marketing Specialist – Digital Marketing 60% (f/m)

Your tasks:

Website: Develop strategies and processes for managing current website assets, including metadata and tagging standards, optimizing user experience and improving SEO • Work with design, digital, content and IT teams on requirements and priorities for enhancing digital platforms and developing the future online strategy and tools • Ensure brand compliance across all digital channels • Manage regular updates and changes using WordPress sites • Analyze Google Analytics and apply data to improve website performance and visitor experience

Social Media: Contribute to and execute social media strategy, aligning with the overall digital and marketing strategy • Leverage social media channels, including the tools to create online communities and content for LinkedIn, Facebook and Instagram • Create and maintain content framework to measure effectiveness and ROI • Link digital channels to create value-add and improved user experience

Marketing Automation & Email Marketing: Use Marketing Automation software tools to develop and run campaigns • Work closely with the sales and account manager teams to develop strategies that can assist in creating in-bound leads for them to nurture, as well as strategies that can assist in converting leads to sales • Leverage email marketing as part of the wider marketing mix to generate sales leads and increase brand awareness

Your qualifications: Bachelor degree in appropriate field • 3 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 enhancing digital platforms and developing online strategy and tools • Working knowledge of Google Analytics • Experience leveraging key social media channels, understanding of best practices and appropriate KPIs • Background and experience working with digital media tools – web, mobile and social • An understanding of email marketing with experience utilizing Marketing Automation software tools to develop and run campaigns

* 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.

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