

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 (f/m)

Your tasks:

Marketing Planning & Strategy: Identify and develop regional 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

Digital Marketing:

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

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

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Your qualifications: Bachelor degree in business or marketing* • 5 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, Microsoft 365, WordPress and CRM systems (Sugar CRM preferably) • 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

* 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 two part-time roles. The part-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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