

# karrierego!

**Region:** Kanton Zürich

**Shape the future for ICT Innovation as Marketing Leader** Our client is an ICT infrastructure provider that is fully committed to providing innovative solutions for every customer's needs. One of the company's many drivers is development of technological breakthroughs to reshape the world in which we live and work. To strengthen the Enterprise Business Management team, we are looking for a competitive and qualified person to serve as

## Senior Marketing Manager – Enterprise Business (w/m)

**Your Responsibilities** Expect exciting and challenging responsibilities in implementing the marketing strategy for the Enterprise Business Group (EBG) with respect to Industry, Solution and Channel marketing. In this role, you will closely cooperate and align with the teams in Sales, Service, Solution, Public Relations and Affairs and EBG Management. You are responsible for the local marketing strategy in Switzerland in cooperation and alignment with the headquarter and the Western European management team. You will effectively use your knowledge and network in planning and implementing marketing plans, agenda & execution for the Swiss entity of the cooperation and align with the teams in sales, customer and market as well as channel & partners and the solution team. You use effectively your expertise and knowledge of the marketing instruments. You will manage and perform hands-on support in event planning and execution for third party events, international and national events and EBG sales events. As an expert in your field and with your excellent communication and writing skills, you provide hands-on support with mailings, newsletters and promotions. The development of reference flyers, videos, podcasts, etc. belong to your responsible tasks. As a coordinator, you are in charge of Digital marketing, social media and the concept and execution of telemarketing. You use your experience in marketing operation and administration to take on ownership for the marketing budget, marketing tools and processes as well as the customer and partner Datawarehouse.

**Your Profile** You have a Bachelor's and/or a Master's degree in Marketing/Oec, event & digital Marketing and/or Law (German studies). More than five years of experience in marketing in the ICT industry are an advantage. You have working experience as a "Do-er" with hands-on approaches for the development of high-level Marketing material such as marketing papers, newsletters, mailings, flyers and promotion material. You have profound experience in marketing strategies, publications and digital marketing, as well as event and budget management. You are client- and solution-oriented and an excellent team-player. You can work independently in a highly flexible, fluid environment with a culturally diverse and fast-paced organisation. You have a Swiss or EU/EFTA citizenship. The style of communication (speaking/writing) is excellent in German (native) and English (professional). Knowledge of French is an advantage.

**Your Perspectives** All advantages of a successful company offering an exciting professional career in one of the leading, growing multinational telecommunication companies. Training and personal development are ensured in Western Europe and abroad, as well as a competitive salary package.

If you are interested in this exciting position, please provide us with your application in English.