

## Digital Marketing Manager (m/f/d)

Temporär      Jobregion: Rotkreuz      Stellenprozent: 100%

### Beschreibung

For our international medical partner, Roche Diagnostics Int Ltd based in Rotkreuz, we are looking for a qualified and motivated **Digital Marketing Manager** for one year with option for extension.

Oversees the strategic planning, development, and coordination of all digital marketing communications and content to promote the sale of regulated IVD products to further the company's sales objectives. Collaborates with Business Team members (Marketing Managers and Product Managers) to plan, develop and produce digital marketing promotional tools and communications to support product marketing, brand marketing, and sales efforts. Defines digital marketing objectives and strategies, and translates strategies into digital marketing tactics, including project management, planning, scheduling, budgeting, and execution of campaigns. Consults with other areas of management or business units, affiliates, and agencies to manage the development of digital content and oversee and execute promotional activities as well as recommend the best digital channels suited for specific business goals.

Digital Marketing Managers are responsible for implementing a digital strategy, ensuring compliance, and supervising the development of content and execution used by the Global business teams and affiliate countries. They work with Marketing and Product Management colleagues to execute the digital marketing strategic direction and are responsible for digital project expenditures. The Digital Marketing Managers plan, organize and lead their stakeholders to meet the divisional standards and strategic goals to ensure consistency with the company's digital marketing vision and goals. Digital Marketing Managers use their knowledge of digital marketing technologies, techniques, and best practices to help position Roche's solutions in the market.

### Tasks

- Create and own global digital marketing campaign strategies for seamless digital dialogues across the whole customer journey
- Provide best-in-class consulting to marketing and business teams in designing and executing digital marketing campaigns
- Support affiliates and partners with market insights and clear guidelines
- Design and oversee all aspects of the digital marketing execution including marketing database, website/web platforms, email marketing, CRM, eCommerce, social media and display advertising campaigns

### BERATER



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**Seniority Level**  
Mitarbeiter

**Berufskategorie**  
Administration /  
Verkauf / Einkauf

**Stellenprozent**  
100%

**Jobtyp**  
Temporär

**Referenz-Nr.**  
DMI-AVE-T-24307

**Jobregion**  
Rotkreuz

- Consult on strategic content that promotes products and programs to drive qualified traffic, and that positions us effectively against the competition
- Participate in squads for the end-to-end strategy for new product launches, campaigns, and events leading and implementing the agreed digital activation
- Utilize a strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

### **Must Haves**

- Minimum 3+ years of experience in digital marketing in a Global organization
- 1-3 years of experience in a marketing agency
- Proven experience in project management managing multiple priorities; building an action plan, and follow-through
- Experience in setting up and optimizing PPC campaigns on all major search engines
- Excellence in stakeholder management and communication in a team environment
- Good working knowledge of content management systems (e.g.: AEM, Wordpress), email marketing tools (e.g.: Eloqua, Marketo), analytics solutions (e.g.: Google Analytics, Adobe Analytics), and sales enablement tools (Showpad)
- Excellent English written and verbal communication skills (minimum C1)
- Solid knowledge of website and analytics tools
- Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media, and/or display advertising campaigns
- Bachelor's or Master's degree or commensurate years of experience in Communications, Digital Marketing, Business, Information Technology, or Marketing
- Experienced in leading self-organized, empowered, and independent teams, like Squads, Communities of Practice, and Networks
- Ability to travel (10%)

### **Nice to Haves**

- Extensive experience in at least one of the following topics is considered a strong plus: Account-Based Marketing, Digital Marketing Analytics, or eCommerce

Are you interested? Do not hesitate and submit your complete application documents online today.



We value diversity and therefore welcome all applications - regardless of gender, social origin, religion/belief, age or identity.

We also process applications by post, but will not return them for administrative reasons.

We look forward to hearing from you!

