

## Digital Marketing Writer / Editor (m/f/d)

Temporär      Jobregion: Rotkreuz      Stellenprozent: 100%

### Beschreibung

For our international partner, **Roche Diagnostics International Ltd.** based in Rotkreuz, we are looking for a qualified and motivated **Digital Marketing Writer / Editor** for a one year contract - extension is possible.

As a Digital Marketing Writer / Editor you will support key global digital marketing initiatives for all RDS and RIS Customer Areas, RDS functions (e.g. GCS, Market Access, R&D), M&CI Chapters, key regions and affiliates. You will be responsible for the development and use of high quality written and visual content for a range of digital marketing channels and communication purposes via digital media, including articles, advertisements, videos, presentations and web content. You will support the development and delivery of a strategy to raise the profile of RDS/RIS products with a range of external, global stakeholders including hospitals, laboratories, policy makers and government departments.

### Tasks

- Manages agencies, freelancers and vendors to deliver quality digital marketing and manage costs to a defined budget. Ensure vendors are compliant with all processes and procedures including legal, procurement, finance and brand standards
- Curates relevant content to engage target audiences across channels
- Works alongside other marketers and experts and communicators to develop content strategies that educates and engages our audience
- Make sure scientific and technical content is in line with other digital marketing elements like graphics and brand design
- Review existing and produce new content for digital channels with focus on our business target audience.
- Engaging product pages, Reports, white papers, Case studies, infographics, Short-form videos /screencasts
- Create and maintain Content calendar
- Copyediting, sub editing and fact-checking short-form and long-form content for grammar, spelling, syntax, substance and flow according to tight deadlines
- Ensure all content is on-brand, consistent in terms of style, quality and tone of voice for each audience
- Develops and maintains guidelines, provides tools and direction to internal stakeholders and external agencies, and manages project



### BERATER



Dario Migliozi  
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**Seniority Level**  
Mitarbeiter

**Berufskategorie**  
Administration /  
Verkauf / Einkauf

**Stellenprozent**  
100%

**Jobtyp**  
Temporär

**Referenz-Nr.**  
DMI-AVE-T-11306

**Jobregion**  
Rotkreuz

timelines, expenses and measurement.

- Ensures compliance with Roche branding, Divisional Standards, Digital Marketing Playbook and other Roche and departmental processes

### **Must Haves**

- Bachelor's degree in Communication (scientific field), Journalism, Marketing or similar
- Min. 5 years of experience in the field of scientific or technical writing and editing, ideally in the Life Science and/or medical industry
- Experience in translating scientific information into an engaging storytelling framework with an understanding of making digital content accessible to a wide audience including lay and expert audiences
- Strong project management and stakeholder management experience
- Experience directly leading projects with audience and digital channel focused content creation and analytics with demonstrated track record of success
- Excellent English written and verbal communication skills; German and/or Spanish is a plus

### **Nice to Haves**

- Global work experience effectively working with different cultures across global, regional and local teams to meet needs and deliver successful programs
- Strong attention to detail

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.