



We are looking for an experienced

Senior Manager Marketing & Online Communications (m/f)

for our Corporate Center in Lucerne

Today, the SCHMOLZ + BICKENBACH Group is one of the world's leading providers of individual solutions in the special long steel products sector. The Group is one of the leading manufacturers of tool steel and non-corrosive long steel on the global market and one of the two largest companies in Europe for alloyed and high-alloyed constructional steel. With around 8,900 employees and inhouse production and distribution companies in over 30 countries and on 5 continents, the company guarantees its customers a global supply and customer service, and offers them a complete production portfolio as well as sales and services around the world.

Your assignment

- Responsible for the implementation of an efficient and effective marketing communications and online communications strategy
- Initiate and develop new concepts for business communication for and with the business units
- Support in development and maintenance of all digital channels (internet, intranet, social media) and all aspects of marketing communication activities (e.g. trade media relations, advertising) at the corporate level
- Manage and promote trade media relations
- Act as strategic and technical interface to IT and as a single point of contact in digital communication
- Evaluate, propose and lead implementation of new online/digital tools and platforms
- Actively support the development of and implement online social media strategy
- Ensure and coordinate implementation of branding strategy incl. development, implementation and monitoring of CI, CD and CL

Your background

- Master's degree in Communications or Marketing
- Extensive experience (minimum 4 years) in comparable roles, agency experience is an advantage
- Good knowledge of marketing techniques and strong product awareness
- Good organizational and planning skills
- Proven experience in project management
- Fluent in English and German, oral & written (at least one on native level); any other language is a plus
- Excellent written and verbal communication
- Good attention to detail and accuracy
- Excellent knowledge of MS Office (Word, Excel, PowerPoint)
- Good knowledge of content management tools (Typo3), know-how in InDesign is a plus
- Experience in hosting of social media channels
- Team player with creativity and hands-on-mentality

Please do not hesitate to contact Christiane Schäfers-Hansch at +41 41 581 40 62 for further information.

Please send your CV to:
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SCHMOLZ + BICKENBACH
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