

We are a globally successful technology company based in Zurich Oberland. We develop, produce, market and service high-quality sensor systems and solutions for the textile industry. With our measuring and information systems we ensure the highest quality in worldwide textile production. We employ around 150 people and are proud of our employee commitment and very collaborative working atmosphere.

To actively drive our growth in international markets, we are filling the following position as part of a team enlargement in our division **Products & Solutions** at our headquarters in Wetzikon/Zurich:

## Marketing Team Leader (m/f/d) 90-100%

Join us now! Become part of an innovative company, with a wide range of tasks and exciting activities in an international environment.

### Summary

A challenging and rewarding opportunity for a dynamic, dedicated, and proactive Team Leader who will lead the marketing team at the headquarters in Wetzikon. You will work closely with our product management, UX, applications, sales and management teams, and you will be responsible for the conception, planning, and implementation of all marketing activities worldwide.

Key responsibilities include the global strategy, coordination, and support of worldwide partners in all marketing matters; team leadership; strategic and budget planning as well as the definition of metrics and key performance indicators; public relations; corporate image and branding; market positioning of our products; active collaboration in marketing projects and activities.

### You are excited to

- Introduce new technologies and products into the market that will revolutionize the industry
- Create substantive, conclusive content for the full customer journey, and establish marketing as a service provider for product positioning and distribution
- Explore new avenues and take fresh approaches
- Understand the use of cross-media marketing campaigns, with technologies such as videos and social media as a chance to exploit viral marketing in the B2B marketplace
- Organize events and celebrate their success with all stakeholders
- Work in a larger context with clear branding and vision to shape the company culture and share with all stakeholders

### Your skills

- Master's degree in Marketing / Marketing Communications
- 5+ years of leadership experience and project leadership experience
- 5+ years of experience in an international B2B marketing position ideally for technical applications or sensor technology
- Excellent communication / copywriting skills
- Experience in digital marketing and content marketing, incl. suitable marketing KPIs
- Applied knowledge in marketing tools such as MS Powerpoint, InDesign, Adobe-CS Products
- Very good IT knowledge of common web and social media applications
- Project management skills; development of ideas and concepts

- Excellent teamwork and stakeholder engagement skills, customer- and result-oriented personality, proactive, intrinsic motivation; very good prioritization skills
- Fluent in English

### **What we offer**

- Future-oriented and dynamic working environment with very experienced, committed, and team-oriented colleagues
- Exciting job with freedom for independent work with a structure of flat hierarchies and short decision-making paths and opportunities to help shape the company
- Comprehensive induction as well as a variety of tasks and fun at work
- Attractive overall package including 25 days annual vacation plus time worked in advance for bridge days, flexible working hours, home office days, above-average employment conditions, and other employee benefits
- Modern building and infrastructure offer very pleasant working conditions
- Attractive location (recreational area of Lake Pfäffikon) as well as good access via public transport and car

### **Are you excited about this role?**

We are looking forward to receiving your complete application documents (incl. references, diplomas, salary expectations and earliest possible starting date).

For further information, please contact Sandra Meier, Head of Products & Solutions, [sandra.meier@loepfe.com](mailto:sandra.meier@loepfe.com).