

**Be a part of the sustainable movement.
Get involved in environmentally friendly and safe textile production.**

Bluesign is a globally operating company with its headquarters in St.Gallen, Switzerland. We offer solutions for textile and related industries to produce safe and environmentally friendly products. Our customers include major international brands, chemical suppliers, and textile manufacturers. Our employees are motivated professionals, focused specialists – and you!

To strengthen our team in St.Gallen, Switzerland we are looking for a

Marketing Coordinator 100% (f/m/d)

Job Description

Marketing and Communication Coordinator supports actively online and offline Marketing and Communication activities of the company by executing strategic marketing plans. Support day-to-day operations including corporate and product communication across various channels, advertising campaigns, fair and event planning and realization, public relation and social media as well as other projects. Maintain regular communication with external agencies and partners, and work closely with Customer Relation and other internal departments.

Major Responsibilities

- Execute communication plans to reach targets from corporate communication, helping implement strategies and facilitate effective internal communications
- Liaise with the PR agency, manage media inquiries and maintain update databases and media lists, draft and edit communications copy
- Assist Corporate Communication, update databases and media lists, draft and edit communications copy (e.g. press releases, publications, social media posts), maintaining web content and executing content marketing strategy including content creation
- Support promotional activities for new products/services and market entries, design and implement successful marketing campaigns
- Create print and online media, Customer Relation support documents and presentations
- Assist in analyzing marketing data (market research, campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
- Provide administrative support for events, sponsoring, statistics, maintain calendars and appointments, prepare reports
- Liaise with external vendors to execute promotional campaigns and events
- Liaise with the CRM Team and bluesign Academy to support them with their marketing & communication needs

Interested? Send us your application and corresponding documents, your earliest possible start date, and your salary expectations by applying through the following link: <https://smrtr.io/4LfGf>

We look forward to getting to know you.

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Qualifications

- B.A./B.S. Marketing, Communications or relevant study is desired
- 1–5 years proven experience as a Marketing and Communications Coordinator, or similar role marketing experience within international B2B business
- Experience working with agency/client partners
- Proficient with MS office software, experience in website CMS, familiarity with enterprise software solutions, graphic design software skills is a plus
- Excellent written and verbal skills, graphic comprehension, time management, presentation, organizational and reporting skills
- Understanding of media relations and digital media strategies
- Social media experience
- Accurate and structured way of working
- Fluent in English (native speaker preferred) and German, both written and spoken

Personal Skills

- Strong communication and good interpersonal skills
- Knowledge of marketing tools
- Ability to apply marketing techniques over digital and non-digital instruments
- Passioned writer and story-teller
- Creative outlook
- Strong analytical, organizational and project management skills
- Business awareness, customer focused
- Solid computer skills
- Confident and dynamic personality, good team working skills
- Ability to work as a team member but also independently, meeting tight deadlines, take direction from others, solve problems with limited supervision

What's in it for you

- Great benefits and a modern workplace
- Be a part of an internationally driven organization with a purpose that will broaden your horizon

