

Marketing Coordinator

for fastmoving Swiss high-tech company

Position: Marketing Coordinator
Employment: 100%
Company: Bcomp Ltd., Fribourg, Switzerland
Starting date: January 2024

POSITION OVERVIEW

Bcomp Ltd. is a young and dynamic Swiss company specialised in the development, marketing and sales of natural fibre composite solutions for high performance applications. With a background in the sports industry, we are now focusing on entering the motorsports and mobility markets. We develop sustainable lightweighting solutions based on natural fibres in close collaboration with our customers, in a fast-paced and entrepreneurial working environment.

To strengthen its Marketing team and further establish its market into large-scale mobility, Bcomp is looking for a Marketing Coordinator.

MAIN TASKS AND RESPONSIBILITIES

Tradeshows, conferences events management

- Manage selection, planning, execution, promotion, and reporting of events, trade shows, awards, and conferences
- Plan stakeholder visits and lead Bcomp company presentation

Digital

- Manage Bcomp social media channels, incl. strategy, content creation, planning, interaction and analytics to improve reach
- Responsible for advertising and email marketing
- Monitor Bcomp's presence online including managing online databases and trendspotting
- Support the new website creation & optimisation including analytics

PR & content

- Support public relations activities globally, press releases, collaboration with PR agencies (own and customer's)
- Support marketing collaborations and sponsorships
- Manage content requests from media, customers and other stakeholders in a timely and structured manner
- Manage media review & marketing reporting on quarterly basis
- Maintain media contacts

Admin & coordination

- Support for administrative procedures incl. budgeting (making of and follow up), creating purchase orders etc. .
- Support Bcomp other departments (sales, R&D, HR, finance, operations) with marketing content/branding inputs including but not limited to company presentation/series C pitchdeck (PPT), email signatures incl. banners for events, Bcomp's merchandising (neckbands, pens, etc.), distributors' package, R&D products' leaflet, business cards layout, newcomers' gift layout, Bcomp's branding on t-shirts/offices, etc.
- Manage other marketing tasks incl. but not limited to Sharepoint folder structure and maintenance incl. photo/video library, create PO's, manage marketing assets stock, gifts for customers/suppliers, etc.
- Supervise marketing interns for digital and tradeshow activities, intro to new employees

Content and UX Strategist

- Copywriting for customer cases, press releases, articles, award applications and web page
- Proofreading and correcting externally and internally produced content
- Ensuring content alignment and consistency with our company tonality and objectives
- Creating audiovisual content, in-house and with external agencies, including briefing, directing, editing and storytelling, ensuring continuity and on-brand tonality
- Collaborating with external agencies on the topic of content creation
- Managing our company webpage including updates and security topics
- Development of an entirely new webpage incl. UI, UX, content and maintenance planning
- Developing the graphic design and corporate visual identity in line with the company's development

QUALIFICATIONS AND PERSONAL QUALITIES

- Bachelor in administration, specialisation in Marketing.
- About 2 years of experience in a similar position
- Digital native and comfortable to work in a variety of tools
- Strong verbal and written communication skills
- High proficiency English, other languages are meriting, particularly German.
- Personal interest in our markets is an asset; willingness to learn a requirement
- Structured way of working with an ability to handle many projects in parallel
- Positive and energetic mindset – everything is possible! Unafraid to learn new things and accept new challenges.
- Readiness to travel
- Positive and energetic mindset – everything is possible!

ABOUT US

We are a dynamic, international team working in a fast-paced, equal, and entrepreneurial environment. Each person takes responsibility for their work and contributes to a friendly work atmosphere with many laughs and a healthy appreciation for chocolate.

More information on www.bcomp.ch

Do you want to take part in the adventure of a young, fast-moving company, which is in full development in the automotive sector? Come on board and contribute to the development of our processes and products with your technical and practical knowledge and take part in the amazing working atmosphere of our company. We happily invite you, to send us your full application through:

workwithus@bcomp.ch