

Marketing Manager (all genders) 80 - 100 %

Location: hybrid (Zurich and max 40 % remote)

Grow together with us!

Are you an accomplished B2B Marketing professional looking for a new challenge in a fast-growing company? Do you have experience in and enjoy launching new technical products and services, ideally in the life sciences industry? Are you a forward-thinking, analytically-minded marketer with operational can-do skills? Join our team as our **Marketing Manager!**

Working in a young, award-winning Swiss company operating in the field of automatic bacteria detection in water, you will be responsible for planning and implementing marketing strategies that support bNovate's growth. Your role requires developing a holistic understanding of the business and the market to build marketing plans and programs that can drive both short and long-term customer and commercial impact. You will report directly to the Chief Revenue Officer, manage a team of internal and external colleagues and you will assume full responsibility for the marketing budget.

YOUR TASKS

- Develop, implement, and adapt the company's global marketing and communication strategy to extend our brand presence worldwide
- Develop and implement marketing content across multiple channels (social media, website, video and print)
- Help to generate awareness and high-quality leads with optimised conversion rates
- Create and manage efficient B2B 360° marketing campaigns that meet business objectives and KPIs
- Support the Product Management team to successfully launch new products
- Market observation, detection and analysis of market trends
- Build a community among our customers to help them grow from each other's experience and success
- Manage the Marketing team and work closely with external service providers as well as with the Sales and Product departments to align sales and marketing strategies
- Measure and analyse key performance indicators (KPIs) for marketing activities and lead conversions, make optimal use of our CRM tool Salesforce
- Create regular reports for management
- Responsible for the marketing calendar (fairs, events, social media, campaigns)

YOUR PROFILE

- 8+ years experience in B2B marketing, ideally in CAPEX innovative hardware
- You have experience in digital marketing (SEM and social media marketing)
- You have experience in driving customer/market research and analysis
- You are interested in the water and microbiology world and ideally have experience in this field
- You love to get things done, think pragmatically and can 'do more with less'
- You are independent, open-minded, flexible, and have the ability to manage multiple projects while focusing on key priorities
- Language skills: Excellent written communication skills in English and French are a must; German would be a desirable plus.

WHAT WE OFFER: People. Purpose. Perspective.

- Highly motivated and experienced colleagues who are striving to make a difference
- Exciting, varied tasks in a team-oriented and international working environment
- An expanding company with a vision for sustainability
- The unique chance to grow with us

ABOUT US

The roots of bNovate Technologies SA are in the Innovation Park of the EPFL in Lausanne. In 2020 the company expanded with a subsidiary for Sales & Marketing in Zurich. We developed "BactoSense", one of the first industrial flow cytometers, to continuously monitor parameters such as bacteria in drinking water production and distribution and other adjacent processes. We are proud that our innovation won the Solar Impulse label rewarding efficient and profitable solutions to protect the environment. It is in line with our shared vision and passion to provide innovative and sustainable solutions to assure **SAFE WATER. ANYTIME. ANYWHERE.**