

## Marketing Specialist for Germany and Switzerland

We are looking for a competent marketing specialist that can encompass all marketing and communication needs for Garaventa Lift Germany and Switzerland. This role handles and establishes the Garaventa Lift image through all media platforms and constructs the design and messages for our customers while staying on brand. Their dedication to increasing our brand awareness, driving traffic, and generating leads in the above-mentioned markets will enhance our organization's growth through positive engagement.

### Main Responsibilities

- **Social Media Management**  
Planning and executing marketing campaigns for the Swiss and the German market Drive traffic growth via organic search, social networks, and other channels:
  - Managing the Social media accounts such as Instagram, Facebook, and LinkedIn in a sales-driven approach, for Germany and Switzerland
  - Reporting to the management and updating Account Managers on a weekly basis with updates, recommendations, and insights.
  - Performing Keyword Research, Competitor Research, and Market Research for each assigned account
  - Provide complete and accurate data in the weekly reports.  
Other duties as needed
- **Print & Graphic Design**
- **Produces graphic design artwork to support marketing effort using technology and computer software packages for either print or web.**  
Generates or updates brochures, floor plans, advertising, postcards, proposals, presentations and press releases within corporate templates for print or internet.
  - Experience with Photoshop, Illustrator, InDesign
  - Photo Content
  - Video Content
  - 360°video (VR)
- **Performance Marketing**
  - 3+ Years managing enterprise-level performance marketing programs, including channels such as Google Ads and Facebook Ads
  - Deep understanding of current tracking platforms and attribution methodology
  - Experience using analytics or attribution platforms like Google Analytics,
  - You have experience leading A/B testing, landing page optimization, and a range of other funnel refinement practices
  - Experience using ad management platforms and functions like Google Ads Editor
- **Email-Marketing**
  - Manage email campaigns, including development of email content, creatives, and emails
  - Manage review process and signoff; proofing and post campaign data analysis

- Responsible for building and maintaining audiences, managing list hygiene and leveraging data within the customer database to drive dynamic content and personalization
- Affiliate Marketing
  - Architects
  - House builders
  - Disabled groups
  - Wheel chair groups
  - Care givers
  - Health insurance
  - Medical stores
  - Hospitals
  - Orthopaedic doctors (Medical in general)
  - DIY markets
- Tender
  - Search for tenders
- Event Management
- Event Marketing
  - Trade show management
  - Event Logistics Support

### Requirements

- Bachelor / Master Degree in Marketing
- 2-5 years of experience managing digital advertising campaigns
- Target age: 23-30
- Must speak English & German, French a plus

### Location

- Köln

### Salary

Remuneration based on work experience as per industry standards.

If interested, please send your resume in English to [bewerbung@garaventalift.de](mailto:bewerbung@garaventalift.de) to apply for the position, with the subject line "Marketing Specialist".

Please note only those candidates considered for an interview will be contacted.