



Ewopharma AG, headquartered in Schaffhausen, is a Swiss pharmaceutical marketing company focused on Central Eastern Europe and Switzerland. We cover all aspects of market access and commercialisation of both pharmaceutical drugs as well as consumer healthcare products.

We are looking for a competent, performance-oriented and passionate person with hands-on mentality for the development of the online marketing for both, the consumer health and pharmaceutical business, as:

DIGITAL MARKETING MANAGER 80-100% (BASED IN SWITZERLAND OR CEE)

In this international role, you will be responsible across 19 countries for the overall strategic development and management of all online marketing activities that promote our brands and services through digital channels such as search engines, social media, websites and e-shops.

Your main tasks:

- Development and implementation of the Group Digital Marketing Strategy
- Technical guidance and management of the Area Digital Marketing Team (4 country clusters)
- Support the strategic brand planning and the implementation of international digital Marcom Strategies
- Maintenance and further development of our international brand & product websites incl. SEO and SEA
- Support Corporate Affairs by leveraging social media (LinkedIn) to increase corporate brand visibility, reach and engagement rate
- Utilizing data analytics to measure campaign performance and optimize strategies for better results
- Cooperation with internal departments (medical, regulatory, etc.), agency management and serve as a liaison between marketing and IT
- Training/education of our (digital) marketing teams in our countries and management of interdisciplinary teams

Your profile:

- Bachelor's degree in Digital Marketing Communication or completed training as an Online/Digital Marketing Manager
- 5+ years of experience in a similar role, preferably in Consumer Health or FMCG, with expertise in D2C communication, social media, and e-commerce; agency experience is a plus
- Sound understanding of regulatory and compliance requirements of the entire digital marketing process
- Networking skills, ability to motivate people in matrix organization and used to working in a highly collaborative way and in an international environment
- Excellent oral and written communication skills in English, with German and knowledge of CEE languages an advantage
- Ability to multi-task, effectively lead and coordinate project activities
- Self-motivated, structured personality with an entrepreneurial thinking, creativity and dynamism

Your opportunities:

You can expect a varied and demanding area of responsibility in a small, hardworking team. With your skills and experience, you can help shape the position and your scope of responsibility. We offer a performance-based salary, attractive social benefits, hybrid work environment with location either in Switzerland or a country in CEE, and an exciting and diverse assignment with international exposure.

Have we piqued your interest? Please send us your detailed application (CV, certificates, references, photo) to HR@ewopharma.com or apply on our website www.ewopharma.com. For questions related to this position, please contact Anita Mattle, Director Marketing and Consumer Health Ewopharma Group, +41 52 633 09 86.