

Head of Corporate Marketing

Our client:

A top international private bank based in Zurich

Role & Responsibilities:

For joining a team of 5 persons, the candidate will:

- Define and implement the global marketing strategy, including digital, advertising, sponsoring, events, branding (and social media in close collaboration with the content manager) to support the bank's overall strategic targets.
- Develop and oversee global marketing budget (incl.regions and communications)
- Coordinate (global) marketing efforts to boost brand awareness
- Design and manage effective sponsorship portfolio and activities
- Manage the bank's brand and corporate design
- Work with external partners and agencies for corporate campaigns
- Devise and implement tactical advertising campaigns
- Global budget management and controlling
- Collaboration with external partners and agencies

Profile:

- University or bachelor's degree in Marketing
- At least 5 years or more experience in a similar role in the financial services industry
- Experience and deep knowledge of a global marketing function of a listed company
- **Proven track record in a social media and digital campaigns.**
- Excellent English language, good command in German and French or Italian will be a plus

Contract type: Permanent

Rate of activity: 100%

Starting date: ASAP

We guarantee you to handle your application in total confidentiality

Consultant responsable du mandat : Mouhssine Moudrik

Ref : MM1998073864