

Am Bodensee in der Schweiz arbeiten und die Luftqualität weltweit verbessern.

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IQAir AG is a worldwide leader in the field of clean air technology. We help people lead longer, healthier lives by protecting them from air pollution and allergens at home and at work. At our Swiss Technology Center we develop and manufacture advanced air cleaning systems for indoor spaces. Our customers are governmental agencies, schools, medical facilities, Fortune 500 companies, embassies and health-conscious individuals in over 70 countries.

For our customer service department, we are looking for a

Marketing Specialist (m/f/d)

Role Summary

We are looking for an energetic Marketing Specialist to help us in our overall marketing efforts related to our global digital air quality platform and related products. You will be an integral part of the development and execution of marketing plans to reach targets from brand awareness to product promotion. You should be able to grasp consumer behavior trends and generate creative ideas. You should also be well-versed in marketing concepts, principles and tactics. The goal is to deliver effective marketing programs that will help our reputation and growth.

Your Tasks

- Conduct market research to find answers about consumer requirements, habits and trends
- Brainstorm and develop ideas for creative marketing campaigns
- Assist in outbound or inbound marketing activities by demonstrating expertise in content development and optimization, advertising and events planning
- Liaise with external vendors to execute promotional events and campaigns
- Collaborate with marketing, product management and other professionals to coordinate brand awareness and marketing efforts

Our Requirements

- BSc in marketing, communications or equivalent
- Thorough understanding of marketing elements and market research methods

- Demonstrable experience in marketing data analytics and tools
- Solid computer skills, including MS Office, marketing software and applications
- Well-organized and detail oriented
- Exceptional English language skills
- Love for clear and concise writing
- Interest in everything health, technology and environment related
- Commercial awareness partnered with a creative mind

Our Offer

- An exciting position in a globally active technology company
- Regular collaboration with colleagues in California, Beijing and Germany
- Flat hierarchies and short decision-making processes
- Support best-of-class products that help make the world a better place

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Diese Stelle besetzen wir ohne Unterstützung von Personaldienstleistern