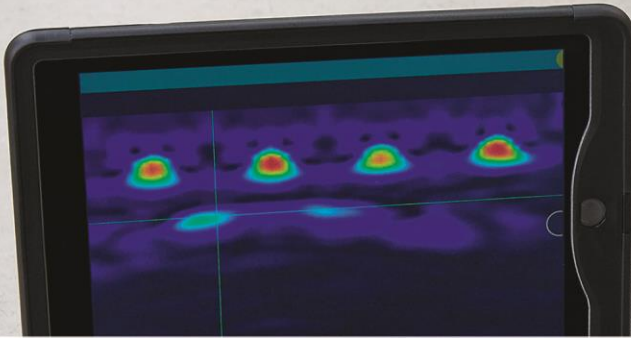


Dedicated. Professional.  
High Precision. Swiss Made.



Proceq ([www.proceq.com](http://www.proceq.com)) is a pioneer of our industry with a global footprint, and a technology and market leader in the non-destructive testing (NDT) of materials.

At the same time, we are a digital contender that shapes the future of our industry with wireless sensors, digital business models, and Artificial Intelligence. We set the golden standard in the testing of metals and composites, thanks to our ultra-portable instruments, user-friendly UX, and cloud-enabled productivity gains.

This year, with our mobile-first strategy and innovative business models, we revolutionized concrete inspection and imaging with on-site 3D tomography and Augmented Reality. With an industry-leading double-digit growth, we are now doubling down on our technology leadership and global market access and moving ahead to disrupt the markets and other players in even more product categories.

To fast-track further, at our headquarters in Zürich we are now looking for a communicative and well-organized

## Marketing Lead (100%)

### Job Responsibilities

- Working together with marketing specialists externally and internally, product managers, sales staff and management.
- Building and expanding an efficient and effective marketing setup. Developing an external service provider network. Ensuring on-going optimization of the external and internal interfaces.
- Providing guidance and overlooking Proceq's marketing. Developing and driving marketing plans to support the achievement of regional and global sales targets. Developing and maintaining suitable marketing metrics. Monitoring the budget.
- Proactively supporting distributors, increasing customer interaction and expanding the follower network. Nurturing relationships with the distribution network. Building and maintaining a scheme for lead and conversion tracking.
- Using new and modern marketing communication tools and CI to strengthen the group's brands and perception.
- Website content management and optimization (e.g. SEO, speed, regular news updates).
- Supporting the setup and planning of marketing events by identifying and coordinating requirements.

### Required Qualifications

- University degree in marketing, new media, journalism or related, combined with prior experiences in sales, product management or a business administration / management education.
- 5+ years proven track record in marketing functions, incl. content generation, e-marketing, web publishing, SEO, marketing materials, social media, events, design, CI.
- Strong coordination and project management skills with execution focus; strong drive to take initiative and get things done.
- Experiences with external service providers, ideally having once before created a setup of specialists and suppliers.
- Flair for technical products and digital technologies.
- Excellent Powerpoint skills; InDesign, photo and video editing skills are desired.
- Advanced written and verbal communication skills.
- Languages: fluent in English, knowledge of additional languages that match our main markets are desired.
- Readiness to travel (~10%).

We look forward to receiving your application by email in PDF format.