



CONGREG
SWITZERLAND
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ASSOCIATION
& CONGRESS
EXPERTS

MARKETING & COMMUNICATION MANAGER FOR MEDICAL NON-FOR PROFIT ORGANIZATION (50-80%)

Congrex Switzerland provides full-service administration management solutions to associations and non-profits. These range from executive and financial management to planning volunteer leadership, including communication strategy, membership growth, and the planning of conferences and events.

For one of our clients, a medical society for health care professionals in the neurological field, we are looking for a professional and dedicated Marketing & Communication Manager. The purpose of this position is to increase the reach and impact of the organization's profile and visibility through the delivery of high value and influential marketing and communications.

Key responsibilities

- Develop and deliver creative and effective marketing and communication strategies, plans and approaches to help market and position the organization and all its activities
- Develop brand strategy to increase the recognition and value of the organization's brand
- Develop strategic approaches and scenarios for the positioning of the brand, derive recommendations for action and continuously test them with users of the brand
- Plan and manage the design, content, and production of all marketing and communication materials
- Create, adapt, improve and optimize web communication and SEO
- Develop/maintain social media profiles and quality content on Twitter, Facebook, YouTube and LinkedIn
- Develop other, relevant digital media outlets to support and expand the organization's digital presence
- Assist in the preparation and drafting of various communications (email, social media, blogs, etc.)
- Develop and manage newsletters
- Recruitment and maintenance of media partnerships
- Manage PR and press relations

Profil/ Professional skills

- Bachelor's degree in communications, marketing, journalism, public relations or relevant field
- In depth understanding of brand strategies and brand development processes
- Strong writing, editing, proofreading and layout/design skills
- Strong working knowledge of HTML, Word Press, InDesign, Facebook, Twitter, YouTube, and LinkedIn
- Strong knowledge and understanding of current trends in social media and digital media
- Excellent project and deadline management skills
- Able to multitask and manage multiple projects while meeting deadlines
- Excellent knowledge of English (both speaking and writing)
- Experience in the medical field (neurology/MS) and with non-for-profit organisations

Our office is in Basel, Switzerland. However, (partially) remote working is well feasible. If you meet our requirements we are looking forward to receiving your application with your salary expectations via email to job2021-001@congreg.com

Congrex Switzerland is a leading association management expert, professional conference organiser and official housing agency.

Our Purpose

To make it easy to run an event successfully – for anyone, anytime & anywhere

Our Values

Customer Service
Care
Progress Spirit
Team Spirit
Reliability

Social Media



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