



To support our Business Unit for Regenerative Solutions based in Zurich-Kloten, we are looking for an experienced, senior

Marketing Manager 100%

Nobel Biocare is a world leader in the field of innovative implant-based dental restorations – from single tooth to fully edentulous indications. We offer dental implant systems, high-precision individualized prosthetics and CAD/CAM systems, diagnostics, treatment planning, guided surgery solutions and biomaterials. We support customers throughout their professional and practice development. Nobel Biocare Headquarters is based in Zurich-Airport, Switzerland, and we have around 34 direct sales organizations worldwide. Nobel Biocare is a member of the Envista Corporation, a diversified technology leader.

Your new role?

In this role you will be responsible for all marketing and communication activities on a global level related to the Regenerative BU. You will be responsible for the strategy, process and delivery of global product marketing content and assets for all product portfolio including new launches. Your main responsibilities are:

- Definition of the key global communication campaigns and initiatives that supports company strategy
- Collaborate in developing for implementation on a global level
- Act as a constant interface to the T&E department in order to keep sales force aligned and sharply trained on strategy and product portfolio
- Define and lead the most effective marketing mix per activity using customer personas to create targeted content
- Gather customer and market information and keep stakeholders up to date as appropriate
- Motivating, supporting and training countries to implement marketing campaigns and tools in order to maximize effect of marketing initiatives on sales
- Develop a thorough understanding on how markets and its competitors operate

Are you happy to join a fast-paced, dynamic environment that focuses on customer needs to meet our results?
Please hand in your complete documents (CV, Certificates, References).

We are looking for you!

If you are a creative, strategic mindset and structured personality combined with a proactive approach to innovative projects and the willingness to act as part of a team? We are looking forward to get to know you.

- University degree or other relevant degree with min. 5 years of experience in marketing roles. Dental industry is a plus
- Experience in multi-channel content creation
- Strong ability to use customer insights to drive journey and creative briefs
- Strong ability of turning complex, technical information into great marketing content that drives leads and customer engagement
- Excellent written and spoken English
- Willingness to travel min 20%

To be considered for this role, applicants must be either Swiss citizens, EU-nationals or have the legal right to live and work in Switzerland.

We only accept direct applications.

[Apply here](#)

