



proceq

Challenge. Disruption. Teamwork.

Design & Content Marketing Specialist (100%)

We are customer-centric in all that we do.

We ensure an innovative presence of our brands and solutions.

We map and enhance the customer journey with targeted content and superior customer experiences.

We test, learn, optimize..

..and you are looking for a Design & Content Marketing specialist that will play a key role in the Global Marketing Department efforts to generate brand awareness, demand generation, and sales enablement through different programs and integrated marketing plans.

What will you do

- Write creative and compelling copy for different channels and purposes
- Manage the development, organization and storage of the marketing assets and product marketing content
- Support with presentations, editing, proofreading and standardization
- CMS editing and publishing
- Ensure consistent brand standards across all content pieces produced
- Drive the editorial calendar and content roadmap
- Coordinate content translation and localization
- Support in corporate branding maintenance and consistency
- Create visual concepts for campaigns, launches or events
- Keyword map ownership
- Collaborate with other departments to create new content opportunities and gather information
- Support the Global Marketing team in diverse daily tasks

What do we expect

- Degree in marketing, communications, graphic and/or interaction design
- Several years of experience in marketing communications with a strong focus on content marketing and design
- Fluent in English and German language
- Adobe Creative Suite mastery, good knowledge of PowerPoint
- Experience mapping and writing content for web experiences
- Mastery of digital content best practices and you are up to date with all current tools and trends
- Strong conceptual thinker and brainstorm contributor

- Attention to detail and clear, concise writing style
- Capable of delivering to short and challenging deadlines to keep up with a fast-paced market environment
- Strong team player with a positive attitude and hands-on approach
- Competent contact for colleagues and service providers - including support in the selection of external partners as well as their quality assurance

What do we offer

- A diverse, growing team of 30+ nationalities, and a global network of suppliers, partners, and customers across industries
- A bold strategy and a winning entrepreneurial culture shaping our industry with disruptive digital innovation, proven by our double-digit revenue growth
- A fast-paced environment with short communication paths and frequent check-ins that foster progress and learning
- Dynamic projects delivering innovative business models and touchable products with sophisticated sensors, mobile apps, and cloud services
- A flexible organization that builds on your strengths in challenging assignments in which you will grow as a professional
- A new and modern spacious building and cutting-edge IT infrastructure conducive to both collaborative and individual work

Interested? Send your application to Katharina Esslinger
hr-europe@proceq.com, t. +41 43 355 38 28.

About us - Founded in 1954, and part of Tectus Group, Proceq is a leading manufacturer of high-quality portable testing solutions. Our vision is to shape the future of screening and sensing technologies. We use the latest technologies to digitize the inspection and NDT industries and we have taken our portable instruments to the cloud and manage data using the Screening Eagle from Tectus Dreamlab. We count with strong R&D teams in Switzerland and in Singapore and subsidiaries in Brazil, United States of America, United Kingdom, Russia, United Arab Emirates, China, Singapore. For additional info: www.proceq.com | www.screeningeagle.com

