



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.

Our headquarters is in Zurich, Switzerland, and we have 34 direct sales organizations worldwide. Nobel Biocare is a member of the Danaher Corporation, a global science and technology innovator.

To expand our Global Communications team at our headquarters in Zurich/Kloten we are looking for a collaborative, highly organized and detail oriented

## **Senior Manager Marketing Content**

### **Job facts:**

The Senior Manager Marketing Content is responsible for leading the content development team at Nobel Biocare. He/she will work closely with the Global Marketing teams to define and develop targeted content ranging from print to digital media with a strong focus on enhancing our campaign, lead-generation and nurturing activities.

### **Your main responsibilities are:**

Management, planning, collaboration:

- Build and maintain a cross-functional content team
- Coach, challenge and provide training opportunities to further develop direct reports
- Identify, initiate, develop and manage key projects, processes and tools
- Collaborate with different departments to identify material needs and content opportunities
- Contribute to the overall Global Marketing and communication strategies

Content development

- Ensure marketing and communications content is written consistently, accurately and edited in high quality (proper English wording, grammar and in accordance with existing Nobel Biocare SEO, style and tone of voice guidelines).
- Actively contribute to marketing activities to support key messages and USPs of Nobel Biocare and new products/solutions (websites, brochures, advertisements, taglines, claims, etc.)
- Support content development for brochures, advertisements, flyers, posters for key projects and campaigns
- Oversee the development and implementation of content on all Nobel Biocare websites as developed by various units within the Global Marketing department and associated functions.
- Responsible for end-to-end planning, creation, management and sustainment of SEO-optimized digital content for lead generation and nurturing activities.
- Ensure content development of PPC ads, infographics, white papers, e-books, video, blogs and other engaging content assets
- Continuously test and optimize content to get the best results.

## Who you are:

- Minimum requirement BA/BSc or equivalent, MA/MSc an advantage, in journalism, English, marketing, communications or similar field
- 5+ years writing, editing and creating digital content
- Profound knowledge in communication, social media and content marketing
- Strong writing skills with a clear understanding of tone, audience and intent
- Native-level English - written and spoken
- Excellent communication skills – verbal and written, including impeccable spelling and grammar
- Proven project management experience in a complex international environment (corporate or agency setting)
- Excellent interpersonal skills to work effectively with internal and external stakeholders
- Able to work both in cross-functional teams and independently
- Accustomed to working to tight deadlines and managing multiple priorities
- Creative with high-quality awareness
- Innovative and tech savvy
- Experience working for a B2B company
- Solid understanding of SEO principles and best practices
- Experience working with a CMS
- Basic HTML knowledge
- Willingness to travel
- Good sense of humor

## Danaher Corporation Overview

Danaher is a global science & technology innovator committed to helping our customers solve complex challenges and improve quality of life worldwide. Our world class brands are leaders in some of the most demanding and attractive industries, including life sciences, medical diagnostics, dental, environmental and industrial solutions. Our globally diverse team of 59,000 associates is united by a common culture and operating system, the Danaher Business System, which serves as our competitive advantage. We generated \$16.5B in revenue last year. We are ranked #133 on the Fortune 500 and our stock has outperformed the S&P 500 by more than 2,000% over 20 years.

At Danaher, you can build a career in a way no other company can duplicate. Our brands allow us to offer dynamic careers across multiple industries. We're innovative, fast-paced, results-oriented, and we win. We need talented people to keep winning. Here you'll learn how DBS is used to shape strategy, focus execution, align our people, and create value for customers and shareholders. Come join our winning team.