



Ewopharma AG, headquartered in Schaffhausen, is a Swiss pharmaceutical marketing company focused on Central Eastern Europe and Switzerland. We cover all aspects of market access and commercialisation of both pharmaceutical drugs as well as consumer healthcare products.

At our headquarters in **Schaffhausen**, we are looking for a competent and performance-oriented person with hands-on mentality for the development of the online marketing for both, the pharmaceutical and consumer health business, as:

DIGITAL MARKETING SPECIALIST 100%

In this role, you will be responsible for the overall development and management of international marketing campaigns that promote our brands and services through digital channels such as search engines, social media, websites and e-shops. As well you will support, coordinate and monitor their implementation in our local affiliates.

Your main tasks:

- Strategic planning and implementation of online marketing communication/campaigns ensuring compliance
- Maintenance and further development of our websites
- Implementation of SEO and SEA measures
- Support Corporate Affairs by leveraging social media to increase visibility, reach target audiences and generate new leads
- Creation of evaluations (Google Analytics) and check/revise documents, ads upon analysis of analytical data (campaign performances)
- Training and support of our digital marketing teams in our countries
- Cooperation/interface management with internal departments (medical, regulatory, etc.) as well as agencies
- Management of project groups and interdisciplinary teams

Your profile:

- Bachelor of Science in digital communications or in a related subject such as marketing, or completed training as online/digital marketing manager
- 3-5 years of experience in similar position, with excellent skills in D2C communication
- Sound understanding of regulatory and compliance requirements of the entire digital marketing process
- Networking skills, ease to motivate people in matrix organization and used to working in a highly collaborative way and in an international environment (fluent in English and German)
- Ability to multi-task, effectively lead and coordinate project activities
- Self-motivated, structured personality with an entrepreneurial thinking, creativity and dynamism

Your opportunities:

You can expect a varied and demanding area of responsibility in a small, hardworking team. With your skills and experience, you can help shape the position and your scope of responsibility. We offer modern working conditions, social benefits, as well as the culture of our Ewopharma Group and a professional working atmosphere in an international environment.

Have we piqued your interest? Please send us your detailed application (CV, certificates, references, photo) to HR@ewopharma.com or apply on our website www.ewopharma.com. For questions related to this position, please contact Anita Mattle, Director Marketing and Consumer Health Ewopharma Group, +41 52 633 09 86.