

KMU in der Elektronikbranche sucht Verstärkung im Bereich

## Marketing Assistent-in (60-100%)

Gute Deutsch- und Englisch -Kenntnisse notwendig, Arbeitsort Glattbrugg

Arbeitspensum nach Absprache und Tätigkeitsfeldern

Je nach Pensum Ihre Aufgaben im Detail:

### ROLE AND RESPONSIBILITIES

- Systematic, thorough, prompt and stylish Documentation of Anapico's products and solution, guided and supported by Product Managers and company management: company and product presentation, datasheets, application notes, manuals, video, etc.
- Active maintenance and continuous improvement of company's website, and prompt routing of web inquiries to corresponding colleagues and world-wide sales partner companies. Proactively supporting sales partner companies in their effort to present our products and solutions properly on their websites. Innovative promotion of the company, products and solution on Social Media Platforms such as YOUTUBE, FACEBOOK, etc.
- Preparing and updating product marketing materials such as panels, posters, video clips, etc., actively supporting world-wide marketing communication events such as exhibitions, press releases, etc.
- Establishment and periodic implementation of company's newsletter emails to sales partners and key customer accounts.
- Collection of feedbacks and suggestions from sales partners, company colleagues, etc. about the above and making sure to effectively react with implementation and improvement measures.
- Helping and sharing the works of company secretary and sales colleagues in written and verbal communications with world-wide sales partners and key customers.

### QUALIFICATIONS AND PREFERRED SKILLS

- Proficient in writing and verbal communication of English and German.
- Fundamental knowledge in marketing of industrial investment goods.
- Very familiar with software tools such as Microsoft Office. Certain sense for documentation layout and esthetics.
- Open-minded, friendly, communicative, self-motivated, result-oriented personality.

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