

Marketing Manager

Job Description

Company

Naviswiss is a fast-growing company with its headquarter in Switzerland and with an own subsidiary in the US. Naviswiss has made surgical navigation smarter and smaller and puts it in the hands of the orthopedic surgeon.

A strong interdisciplinary team of engineers, marketing specialists and regulatory experts at Naviswiss ensures continuous innovation and a successful global product launch.

Position and Responsibility

We are looking for a passionate and start-up driven individual with a solid understanding and experience of the Orthopedic Joint industry. This position is a critical enabler to further drive the Naviswiss success story and ensure the growth strategy and the ongoing success of Naviswiss.

The position as **Marketing Manager** includes the following responsibilities:

- Develops and executes the global marketing plan in cooperation with relevant stakeholders.
- Creates and manages content (text, graphic, picture, video) together with a professional marketing agency.
- Plans and executes events and webinars to showcase products and create brand awareness
- Develops and executes digital B2B marketing campaigns (SEO/SEM, LinkedIn ads, email, social media)
- Actively monitors market trends in the orthopedic navigation industry.
- Manages the network of existing Key Opinion Leaders, establishes further KOL relationships and ensures appropriate presentations of these KOLs in national and international events.

Required Skills and Track Record

- You have at least 5 years successful working experience in the Orthopedic Joint industry in relevant marketing positions.
- You are an innovative marketing personality with an affinity towards digital and social B2B marketing.
- You have a strong startup mentality; you are self-driven and you have a hands-on approach. You are used to drive tasks on your own with third parties or with only minimal internal support.
- You are internationally orientated and able to reach out to different cultures (e.g. Japan, Australia, US).
- You have the necessary work permit to work in Brugg, Switzerland.

Applications

Jan Stifter, CEO

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No headhunters or agencies please