

Marketing and CSR Manager (based in Switzerland, Singapore or France office)

If you are a dynamic and experienced Marketing and CSR (Corporate Social Responsibility) Manager with excellent communication skills, a passion for social responsibility with a pinch of a problem-solver personality. If you want to leave a footprint working at an amazing international event production company, we want to meet you.

As planitswiss Marketing & CSR Manager, you be developing and implementing the group marketing strategies to promote our brands and products while also managing our CSR initiatives to ensure we meet our social responsibility goals.

+ We are

planitswiss is a global exclusive event designer and producer headquartered in Switzerland with regional offices around Europe, Africa, Asia and Oceania. Your future colleagues are a team of 65 dynamic dreamers, creators, makers, geeks, finance brains, production experts and creative minds. Inclusive and diverse we represent more than 25 nationalities from various backgrounds.

+ You are

Experienced in Marketing and CSR (Corporate Social Responsibility), self-driven, highly motivated, problem-solver and you value inclusion and environmental respect. You see yourself as a business partner, pragmatic and solution oriented. You enjoy result driven, dynamic, and creative environment. You want to make a difference in a human-sized company.

+ Your qualifications

- Minimum of 3 years of experience in marketing, with at least 2 years in a role involving CSR responsibilities.
- Excellent communication and interpersonal skills
- Fluent in English (French or other language is a plus) with High level writing skills in English
- Ability to work independently and/or in cross-functional teams
- Pro-active and "can-do" attitude
- Strong understanding of marketing principles and practices.
- Excellent project management and organizational skills.
- Proficiency in digital marketing tools and platforms.
- Strong analytical skills, with the ability to interpret data and make informed decisions.
- Passion for social responsibility and sustainability.

- Creativity: Ability to think creatively and develop innovative marketing and CSR strategies.
- Ethics: High ethical standards and a commitment to corporate social responsibility.
- Collaboration: Ability to work collaboratively with cross-functional teams and external partners.
- Flexibility: Adaptable and able to manage multiple priorities in a fast-paced environment.

+ Responsibilities

Marketing

- **Strategy Development:** Develop and implement comprehensive marketing strategies to promote brand awareness, drive sales, and enhance customer engagement.
- **Marketing Initiatives:** Plan, execute, and oversee marketing initiatives across various channels (digital, social media, web...)
- **Market Research:** Conduct market research to identify trends, competitor strategies, and customer preferences. Use insights to inform marketing strategies.
- **Content Creation:** Collaborate with our creative team to develop compelling marketing materials, including blog posts, social media content, brochures / corporate presentation, case studies and promotional videos.
- **Brand Management:** Ensure brand consistency across all marketing materials
- **Performance Tracking:** Monitor and analyze the performance of marketing initiatives, providing regular reports to senior management and adjusting strategies as needed.

CSR

- **CSR Strategy:** Develop and implement the company's CSR strategy, aligning it with business goals and values.
- **Program Management:** Plan and execute CSR programs and initiatives, including community engagement projects, sustainability efforts, and employee volunteer programs.
- **Stakeholder Engagement:** Engage with key stakeholders, including employees, customers, community organizations, and industry groups, to promote and support CSR initiatives.
- **Reporting and Compliance:** Ensure compliance with relevant regulations and standards, and prepare reports on CSR activities and their impact. Identify and manage applications to certifications (Ecovadis, ISO or similar).
- **Partnerships:** Identify and establish partnerships with NGOs, charities, and other organizations to support and enhance CSR efforts.

- **Communication:** Promote CSR initiatives internally and externally, using various communication channels to highlight the company's commitment to social responsibility.

+ Perks

- Dynamic and stimulating company where everyone has a say
- Multicultural and inclusive work environment
- Cross training & attractive career opportunities

Semestrial bonus based on company performance

- PDP (Personal Development Plan), personal project every 3 years (covered by the company) with 2 weeks additional holidays