



## Manager – Marketing (50%)

Pactum is a FINMA regulated asset manager, located in Zurich, established and incorporated in 2016 as a boutique asset management firm. Today a team of 14 specialized professionals innovate agile working capital financing solutions.

### Your responsibilities and tasks include:

- Development and elaboration of the entire marketing strategy in cooperation with the CEO (CI, branding, PR, advertising, online/offline, content)
- Planning of target group-oriented marketing campaigns to acquire new customers
- Further development of direct and online marketing as well as customer loyalty measures
- Responsible for the creation of content for the website and social media
- Responsibility for planning, execution and optimisation of customer loyalty management (CRM)
- Performance analysis of marketing campaigns based on defined KPIs
- Ongoing further development of measures
- Conception and coordination of measures with external partners and agencies

You keep up to date with marketing trends and the financial sector. You are characterised by your own initiative and committed way of working as well as your ability to grasp facts quickly. You think in a networked manner and are an independent, proactive and creative personality. You keep a cool head in hectic situations and act in a solution- and customer-oriented manner.

### Your individuality complemented by the following skills makes you our new team member:

- Team spirit and living up to corporate ethics, culture and values
- Confident self-starter with demonstrated marketing skills and operating at ease in self-starting, team or matrix environments
- Dynamic and result-driven professional with a deep understanding of marketing, communication and trends
- Outstanding verbal and written skills (German and English)

### We offer:

- A company with strong growth
- Experienced team
- Great variety of tasks and responsibility
- Further training opportunities
- Flexible working hours

### Place of work & Start

Zurich, January 2022 or by arrangement

### Contact

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