

## Marketing Manager (100%)

We are looking for a marketing, communication and event manager to support the market development of our collaborative robots P-Rob, Lio and Barney. Besides our B2B customers in the industry (P-Rob), you will mainly address our two target groups with end-customer products both in the healthcare (Lio) sector and in gastronomy (Barney).

### **ABOUT F&P ROBOTICS**

F&P Robotics is a Swiss company and a pioneer in the field of human-robot interaction. Our aim is to create new opportunities in the form of assistive robots for humans. We offer professional personal robots and state-of-the-art technology created for working together with humans and assisting people in their daily lives. A total of 50 employees in our headquarter in Zurich and the subsidiary in Shanghai work on the continuous development and success of our high-tech company founded in 2014.

### **REQUIREMENTS**

- You have an education in Marketing & Communication
- Experience in communication and marketing for high tech products
- Worked with digital and online marketing, SEO, SEA and Marketing Automation
- Ideally bring social media knowledge
- You have organized events and congresses
- Strong interest and ability to understand technical products and explain them in an intuitive way
- Excellent writing, editing and oral communication skills both in German and English
- Creative mindset with good ideas on how to sell innovative capital goods
- Skills in photography and video editing are a plus

### **YOUR TASKS**

- Develop our corporate strategy for marketing, communication and events
- Be responsible for the planning and execution of all marketing activities within the company
- Create convincing marketing material together with our development team and the specialists in each market

## **F&P Robotics AG**

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- Develop innovative marketing activities to bring our pioneering technologies to the attention of our potential customers
- Help us to increase the awareness of our robots in Switzerland, Germany and China first, before we start entering other international markets
- Create and edit content for our website, coordinate and optimize the different SEO activities
- Maintain the content for our social media channels, newsletters, case studies and press releases
- Coordinate our attendance at events, congresses, fairs and ensure a tailored appearance to our target audience
- Manage the creation of the sales collaterals such as slide decks, brochures and videos in close collaboration with our agencies and external partners
- Maintain our media relations and further establish relationships with key media partners. Build and maintain targeted media lists and media coverage
- Track, report, and analyze the performance of our marketing activities and generate regular reports

## **OUR OFFER**

- A very innovative, International and dynamic company environment
- Entrepreneurial company with the possibility to make a real difference
- The opportunity to structure and manage your own activities
- Become part of a Swiss company with world leading products

Please send your motivation letter and CV to [jobs@fp-robotics.com](mailto:jobs@fp-robotics.com)

## **Sanja Dimitrova, HR**

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