



# Hands-on Senior Digital Marketing Manager (80-100%) in Zurich or Nyon

## Job description:

You define Firstcaution's online customer acquisition strategy and manage the necessary day to day activities to help interested prospective customers become clients of Firstcaution. With a strong focus on the b2c segment, you will continuously optimize our customer journeys. You drive our business to the next level by combining your existing experience and knowledge, with the necessary creativity and your willingness to learn. You are willing to test, measure, and adjust in order to improve. Working in cross-functional teams, yet showing strong ownership, and the ability to leverage internal and external partners, will be the basis of your success.

## Responsibilities

- ▶ Optimize sales and conversion funnel to drive customer acquisition including SEO, SEM, Website and application process
- ▶ Budget and Online Customer Acquisition performance ownership
- ▶ Collaborate with internal partners (Marketing Communication, Sales, Technology and Product, Operations) and manage external partners (Agencies, Acquisition Partners, Comparison Website, etc.)
- ▶ Build out additional acquisition measures and/or channels to drive profitable business

## Requirements

- ▶ Profound expertise in SEO, UX and building Conversion Funnels incl. Creation of Landing pages
- ▶ Expertise in SEM and Performance Marketing
- ▶ In-dept knowledge of Google Tools (Analytics, Ads, Search Console, Tag Manager, Data Studio), Semrush know-how is an advantage
- ▶ Knowhow in Online Advertising and Programmatic
- ▶ Strong Knowhow in Microsoft tools
- ▶ Self-starter with strong analytic skills and prior B2C Marketing experience
- ▶ Hands-on/Doer mentality on all digital related tasks
- ▶ Languages: (Swiss) German and English work proficiency, French and Italian are an advantage
- ▶ Any additional knowledge in Marketing (texting, designing etc.) or in the real estate field is an advantage



### **Firstcaution's mission:**

Firstcaution is a FINMA-approved Swiss insurance company, specializing in rental guarantees. We are proud to be able to support our clients at a key stage in their lives: moving into an apartment or a commercial space. Firstcaution strives for innovation and digitalization. But overall, we empower and enable our employees to share their ideas and improve our services to treat our clients best: tenants, property management companies or landlords all over Switzerland.

### **Benefits**

- ▶ Loyal teammates with an entrepreneurial mindset
- ▶ Centrally located office (Zurich: next to the Zurich main station, Nyon: next to the train station) with height adjustable desks (Zurich only)
- ▶ Fair salary
- ▶ Home office: 2 days per week (on 100%)
- ▶ 25 days of holiday (on 100%)
- ▶ Free Coffee and Tea (additionally in Zurich: Sparkling Water)
- ▶ Free private rental guarantee for you or a friend of you

We look forward to receiving your application: [rh@firstcaution.ch](mailto:rh@firstcaution.ch)