



verbierfestival

CALL FOR APPLICATIONS

THE VERBIER FESTIVAL FOUNDATION IS LOOKING FOR A DIGITAL MARKETING MANAGER

In a constant effort to improve, the Verbier Festival Foundation wishes to optimize its communication processes in order to support sales promotion. To do this, we are recruiting a Digital Marketing Manager who will work closely with the Communication Coordinator and under the authority of the Co-Director in charge of Communication.

MAIN ACTIVITIES

This mission consists of establishing a schedule of positions, their writing and their posting online, according to sales objectives. Optimizing the website and updating it are also part of its tasks.

SOCIAL MEDIA AND COMMUNITY MANAGEMENT

- Develop a digital communication strategy
- Have the editorial calendar validated and posted on social networks
- Ensure the consistency of all digital media
- Ensure community management for the various networks
- Deploy the digital marketing campaign

WEBSITE

- Act as manager of the verbierfestival.com site
- Carry out the necessary technical updates with the site providers
- Keep the site up to date in terms of content
- Optimize the user experience of the site
- Implement an SEO strategy for the site CRM
- Develop the content of the newsletters for the different entities of the Festival
- Send newsletters
- Work with the data application manager to guarantee data confidentiality

OTHER FUNCTIONS

- Reporting on the site: traffic, behavior, etc.

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- Reporting on the digital marketing strategy
- Monitoring and maintenance from the digital@verbierfestival.com mailbox

DESIRED PROFILE

- Minimum 2 years of professional experience in a similar position, as Social Media and Community Management Manager
- Skills in digital marketing solutions, with a good understanding of systems and their interactions at the technical and marketing level
- Knowledge of CRM, ERP tools, and/or marketing data management platforms
- Languages: English as a mother tongue
- Excellent writing skills
- Artist musician in classical music, passionate about this field in his everyday life

CALENDAR, LOCATIONS AND OCCUPANCY RATE

- Occupancy rate: 100%, permanent contract (CDI) or mandate
- Place of work: Vevey, or to be defined, except in the summer in Verbier for approximately 1 month
- Start date: as soon as possible

If you are interested in this position, please send us your complete application file (CV with photo, cover letter, work certificates, copy of your diplomas and references) to rh@verbierfestival.com

The Verbier Festival is a classical music festival that promotes and develops the meeting and sharing between great musicians and young emerging artists from all over the world. Through its various educational programs, the festival is committed to excellence in musical education through its highly respected Academy. The public is invited to live a unique and friendly experience in the heart of the Swiss Alps, through prestigious concerts, Inédites Meetings and a large number of cultural mediation activities.