

# Digital Marketing Specialist

## Job Offer

### The Company

3Brain is a young, fast-growing, dynamic company focusing on brain technologies, one of the most fascinating research and business sectors with multiple applications and impacts on human life. 3Brain's mission is to provide state of the art technology to support life science research and improve human health. In particular, 3Brain develops, manufactures and distributes high-quality instruments based on our patented CMOS multi-electrode array, a high-resolution neuro-electronic chip. The company is headquartered in Switzerland nearby Zurich, has a SW R&D office in Italy, and has installed its products in laboratories and pharma companies worldwide.

More info: <https://www.3brain.com/about>.

### Job description

As a Digital Marketing Specialist at 3Brain, you will be responsible for implementing effective marketing strategies that drive brand awareness, engage our target audience, and support lead generation efforts. You'll play a key role in driving growth through SEO, social media marketing, website development, and other digital channels. While you may occasionally support with traditional marketing activities such as planning trade show events, your expertise should be in digital marketing. As part of our dedicated marketing team, you will have the opportunity to leverage your expertise to make a significant impact on our business. Main responsibilities:

- Develop and execute digital marketing campaigns across various channels, including search engines, social media, email marketing, marketing automation and display advertising.
- Implement SEO best practices, including keyword research and optimization, to drive organic traffic and boost website ranking. Develop a content strategy to attract and engage our target audience across website, blog, and social media platforms. Possess a solid understanding of website development (Webflow) principles to implement design mockups and landing pages.



- Monitor and analyze website traffic, user behavior, and campaign performance metrics using web analytics tools (e.g. Google Analytics, Hotjar).
- Implement conversion rate optimization strategies to enhance user experience and maximize lead generation.
- Manage our website and social media accounts, including community engagement, website content management and paid advertising campaigns.
- Collaborate with the marketing team to support the planning and execution of scientific international conferences, trade show events and company events, including booth setup and promotional materials.
- Assist in the development and execution of traditional marketing activities, such as print collateral, press releases, and offline advertising.
- Stay up-to-date with industry trends, emerging digital marketing technologies, and best practices to drive innovation and maintain a competitive edge.
- Utilize marketing automation and customer relationship management (CRM) tools to optimize lead nurturing and customer retention strategies.
- Monitor and respond to online reviews, inquiries, and comments to maintain a positive brand image and customer satisfaction.

## Required Qualifications

- Bachelor's degree in Marketing, Digital Marketing, or a related field.
- Proven experience (2+ years) as a Digital Marketing Specialist or a similar role.
- In-depth knowledge of digital marketing techniques, including SEO, SEM, social media marketing, email marketing, website development and content marketing.
- Proficiency in using web analytics tools (such as Google Analytics) to analyze website performance and drive data-based decisions.
- Experience in managing social media accounts, including content strategy and paid advertising campaigns.
- Excellent communication skills and the ability to collaborate effectively with cross-functional teams.
- Perfect command of the English language, both written and spoken.
- Applicant must have an EU/EFTA or Swiss Citizenship.

## Additional Qualifications

- Experience in the life science sector is a great plus.



- Familiarity with marketing automation and CRM platforms.
- Chinese language skills.

## What We Offer

- A dynamic and stimulating work environment driven by a desire to build transformational technologies to help others.
- A young, fast-growing company with plenty of opportunities for personal growth and development.
- Working place: **Pfäffikon SZ, Switzerland**. It's a beautiful lakeside village just outside of Zurich, the country's main cultural, financial and business center.

To apply send your CV and, optionally, a short motivation letter to [hr@3brain.com](mailto:hr@3brain.com), subject: [Digital Marketing Specialist](#)

