



Digital Marketing-Manager:in

immediately, 80-100%, place of work: Zurich

Are you dynamic, full of energy and thirst for action? Do you feel at home in the digital world and maybe even in the Metaverse? Do you love reporting on an innovative product every day that inspires experts from various industries and private customers alike? Short and crisp, easy to understand texts are your passion? If you nodded diligently, then you might be our new Digital Marketing Manager. You have the chance to help write the success story of a start-up and play a key role in shaping our company.

You have the chance to help write the success story of a young and dynamic start-up and to make a significant contribution to shaping our company. What we offer you:

The opportunity to be an important part of something big - the Metaverse/Web3 and thus VR as the next big thing - and to contribute your own handwriting.

Who needs your backup?

HEGIAS is a rapidly growing, dynamic start-up with currently around 30 employees based in Zurich and Lugano. Our in-house developed software - HEGIAS VR - is the world's first cloud/browser-based solution for visualization and communication with virtual reality in the planning, construction, and real estate industries. Real estate can be inspected and discussed, materialized and furnished at any time during the planning and construction phase in the virtual world by several people, regardless of location. HEGIAS VR thus reduces misunderstandings in communication with the client and all stakeholders, supports the planning, sale and rental process of real estate as well as furnishing concepts.

You want more of this? Go to: www.hegias.com and also see [our explanatory video](#).

Your tasks (not final, not set in stone for all eternity)

We are looking for an in-house expert for digital marketing, with a focus on content creation for our own media (website including blog, newsletter, social media), media releases and SEO/SEA. You report directly to the CEO and ensure that Google cannot get past us and our innovative solution for the Web3/HEGIASverse.

- Planning of the annual (digital) communication strategy according to jointly developed targets
- Creation and distribution of content (text, image, video) for our own media (website/blog, newsletter, social media)
- Creation and sending of media releases
- Planning and implementation of digital marketing campaigns including Google AdWords and Display
- Monitoring of SMO-relevant KPIs (including organic and paid traffic, bounce rate and dwell time, conversion) and ongoing improvements to achieve these KPIs
- Writing of all kinds of texts (short reports, interviews, reports, reference cases from our customers, etc.)

- Implementation of target group-oriented communication
- Individual conception and creation of classic communication (print, brochures, invitations, etc.) together with external partners.
- And everything else that comes to your mind, that you enjoy doing or have always wanted to do and that we can use to grow

That makes you the ideal digital marketing manager

- Training or further education in the field of marketing & communication
- Passion for (digital) communication and enthusiasm for social media
- At least 2 years of professional experience in online marketing
- Very good language skills in German (mother tongue) and English; French and/or Italian are a plus · Creative, good at writing and flair for good and error-free texts
- Experience with SEA campaigns, including managing a Google Ads account, campaign measurement (including with Google Analytics) and optimization
- Experience in social media management (owned & paid) · Operational knowledge of managing websites and landing pages using common CMS (preferably Wordpress)
- Basic knowledge of Photoshop and other graphics software
- High interest in Virtual Reality (including Web3, Metaverse)
- Open to new topics and the ability to empathize with the different, even changing target groups
- Experience in the construction / real estate industry will make you even more confident and us even happier
- Resilient, committed and independent personality
- The desire to be on board for something really big
- And if you share our values and are basically just a satisfied, happy person, then the doors to the Löwenbräu are wide, wide open
- .. and you can shorten this job advertisement to one page

If you would like to be part of a great success story and are convinced of your qualities, then Patrik Marty (pam) - our CEO - looks forward to receiving your application letter including CV and, if available, your own text examples jobs@hegias.com.

Our values



Fair

We have fun with what we do. We have a good conscience about what we have done. Because we make consistently fair and impartial decisions based on the best of our knowledge and experience. We are fair to all stakeholders and the environment as a whole. We are sustainable because our business model allows it and reduces the ecological footprint for everyone involved



Authentic

HEGIAS is authentic because we can talk openly and honestly about any topic that is on our hearts. We maintain a direct and transparent information policy. We are impartial and open to all people. We treat everyone with respect, regardless of origin, skin color, gender, age and position.



Swiss cosmopolitan

We think in a structured way and do our work precisely with attention to detail. We remain flexible in terms of design and allow creative freedom. We are a community of wills and act in a goal-oriented manner while always remaining open to new paths.