



About VORN

Personal health and precise monitoring are key to improving performance. VORN supports you in this. Our wearable combines highly developed measurement technology with functional wearer comfort and ensures secure data processing.

As the central intelligence system, the VORN Core ensures precise collection and processing of all motion and vital data. A built-in mobile communication processor enables independent and direct data transmission and so sets new standards in data security.

Online Marketing Manager

As an Online Marketing Manager your responsibilities are:

- You are responsible for the further development of our digital strategy and platforms, always keeping an eye on trends and deriving measures from them
- You are responsible for the conception and implementation of digital communication strategies, SEM strategies, content updates for different platforms (Instagram, Facebook, LinkedIn, etc.), email marketing measures (newsletters, marketing automation, customer relationship management)
- You manage and optimize our digital channels in a user-friendly way and create landing pages
- You take responsibility for the ongoing development of online campaigns in the area of paid marketing with a focus on acquisition and branding
- You optimize existing and develop new user journeys with a focus on improving the customer experience.
- Development, maintenance, and design of the online store

VORN

What you can expect:

- A challenging, creative, responsible, and fulfilling job with development potential
- An experienced team of highly motivated professionals in brand building and engineering, deeply rooted in the sports industry
- High degree of freedom
- Well equipped with latest tools and technologies

What we're looking for:

- Deep knowledge in the different online marketing areas and social media platforms
- Proven experience developing marketing plans and campaigns
- Passion for content creation (photography, videography, texts)
- Excellent written and verbal communication skills both in English and German (French and/or Italian are a plus)
- Bachelor's degree in marketing, business or related field does not hurt, while proven track record of a hands-on marketing person will do the job
- Experience with marketing automation and CRM tools
- Established press and media contacts are a plus
- Adobe Cloud program knowledge is desired (InDesign, Photoshop, Illustrator)

If you're Born to be VORN, please send your complete digital application via email to: ap@vorn.swiss