

FemtoTools is a Swiss metrology company specializing in the development and distribution of high-resolution, microchip-based nanoindenters for applications in materials science, metallurgy, thin films, and microsystem technology. Fueled by our unique technology, we are experiencing rapid growth, expanding both our team and global customer base.

Marketing Communications Manager

We are in search of an experienced Marketing Communication Manager with a strong technical background in engineering or materials science, eager to contribute to our dynamic and expanding team. In this role, you will be responsible for executing our inbound marketing strategy.

Responsibilities:

- **Marketing Channel Management:** Develop, execute, and track global marketing campaigns to generate interest and drive demand for our innovative products.
- **Identification of New Marketing Opportunities:** Identify and evaluate new marketing channels, proactively exploring opportunities to optimize inbound lead generation.
- **Content Creation:** Generate high-quality and engaging content, spanning social media posts, email campaigns, website content, and product brochures.
- **Marketing Automation:** Develop automated workflows to streamline the inbound lead generation and qualification process, leveraging platforms such as HubSpot Marketing Hub.

Requirements:

- Master's degree in engineering, materials science, or a related field.
- Formal training in marketing communication.
- Experience in inbound marketing of metrology equipment, preferably within the academic research market.
- Proficiency in marketing automation tools, e.g., HubSpot Marketing Hub.
- Excellent layouting skills.
- Exceptional spoken and written English language skills.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, and Illustrator), as well as data analysis and plotting tools such as Matlab or Origin.

Qualities We Seek:

- Exceptional storytelling skills, able to convey purposeful and concise content even when dealing with complex subjects.
- Thrives in fast-paced environments, excels under time pressure, and is ambitious in the pursuit of excellence.
- Good understanding of current trends in marketing communications.

Why You'll Love FemtoTools:

- Join a multicultural, highly motivated team of experts in engineering, physics, mathematics, and materials science.
- Experience career growth opportunities in a rapidly expanding market.
- Enjoy an exceptional quality of life in Zurich, consistently ranked as one of the world's top cities for quality of living. Our location in Buchs offers a short 20-minute commute from Zurich city center.

Interested in joining the highly-motivated FemtoTools team in Switzerland? Candidates with a keen interest are invited to forward their complete application (CV, reference letters, diplomas incl. transcripts, etc.) by email to jobs@femtotools.com.