



## Trainee – Digital Marketing

Do you **love the outdoor**? Are you an **excellent marketer** with superior communication skills? Are you **bold, curious, creative** and **love to execute ideas**? If you answer yes to all these questions, then join us!

### Why us?

We are happy to see an increased demand for our services and therefore we are looking to expand our Team with a potential to grow fast within the company.

Our mission is focused around the people and the product: develop the most unique and exclusive outdoor experiences with local communities, creating a positive impact for the overall industry while working with great people with different cultural backgrounds and expertise.

You are a professional who has a unique role in developing the company's brand and establishing its online presence. This job entails overseeing marketing and sales strategies that engage customers and ensuring they are happy with what the company's services offer them.

### What you'll do

- You will be mainly responsible to manage our Google Ads account. Managing budget and maximize conversion according to companies' goals and targets.
- You'll write and publish Blog articles that are engaging, relevant and beautifully written to drive organic traffic and ultimately sales.
- Your duties will also include sharing content online to raise brand awareness and monitoring web traffic and metrics to identify best practices.
- Optimize content according to SEO, including backlinking strategies.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- Develop an editorial calendar.
- Ensure compliance with law (e.g. copyright and data protection).
- Stay up-to-date with developments and generate new ideas to draw audience's attention.
- Administrate our social media accounts, primarily Instagram, Facebook and TikTok so they always remain up-to-date (accurate information for our consumers, brand identity, etc..).
- Analyze and report our Marketing KPI's and coordinate the action plan for increasing our impact.
- Advise and execute paid campaigns to increase sales.



- Engage with influencers and digital magazines to promote our brand.
- Continuous Social Media trend watching and benchmarking for internal recommendation and keeping the relevancy of our social media channels.
- Sending once a month a Newsletter in line with company's goals.
- Working on our CRM to better understand clients and drive sales.

## **Your skills**

- Autonomous and organized.
- Attention to details.
- Experience (theory or practice) with google Ads.
- You love to analyze data and numbers to make sense of the activities we are doing and provide proactively solutions to improve.
- You love to write engaging and inspiring articles. You are also an expert in content optimization and brand consistency.
- Proactive provide solutions to continuously optimize processes and how things are done.
- Experience or studying content management / social media management / Digital Marketing (especially in Tourism).
- Hands on experience with MS Office, WordPress, Rank Math and Elementor.
- Excellent English with superb grammar and spelling for content creation.
- Personal interest in outdoor sports, especially skiing and hiking, ensuring the relevant tone of voice and content creation.
- Familiar with retargeting, remarketing, tracking pixels, lookalike & custom audience concepts.
- Good sense in projects coordination and organization, experience in any project management a plus.
- A good feeling and interest in 360° online Marketing and e-commerce trends.
- Knowledge in Italian, German or French is an advantage.
- Photo & video editing skills a big plus.
- A great knowledge of Switzerland main points of interest.
- Good practical knowledge of Google Ads and Google Analytics a big plus.

## **Our offer**

- Duration: 1 Year with the possibility to renew it as a full contract.
- Start date: immediately.
- Location: Lucerne and partially remote.
- Salary: competitive according to Industry standards.
- Engagement: 100%.
- Ideal candidate has a valid Swiss work permit.



## **Working at My-Mountains & Benefits**

- Opportunity to work in a small and friendly environment where everyone makes the difference.
- Opportunity to grow fast in a small and positive environment.
- Complete reimbursement of the SBB 'half-tax' travel pass, which includes comprehensive coverage of nationwide public transportation.
- Access to discounted hotel bookings.
- Access to our Pilatus company seasonal Pass.
- Seasonal office events.
- Opportunity to join our day and multi day trips.

If you are ready to take over this challenge, we look forward to receiving your application. Please send your CV and motivation letter including our logo to [careers@my-mountains.com](mailto:careers@my-mountains.com)