



Since its inception in the Spring of 2003, Harley-Davidson Switzerland has made significant strides in the Swiss market. The small Management team, together with its network of dedicated dealers throughout Switzerland, have improved dealer structures and services to their customers and made substantial advances in market share. To the envy of its competitors, the ownership of Harley-Davidson motorcycles has continuously grown in Switzerland, bucking economic trends and outperforming the competition year by year. To support further sustainable growth, we are now looking for a younger, ambitious marketing professional as their future

CRM & Digital Marketing Manager

Switch into high gear with us!

The position: In this newly created function, reporting to the Marketing Manager, you will be leading and implementing the CRM and e-marketing strategy for Harley-Davidson Switzerland. You will be building a digital marketing and social media strategy in harmony with and support of general marketing strategies/goals and streamline the existing online presence of the brand in Switzerland. Furthermore, you will be responsible for the roll-out of all marketing campaigns through digital channels such as the corporate website, social media, e-Newsletters, CNS e-shots, dealer homepages and more. You will also oversee the creation of a Facebook page and its continuous feeding with up-to-date content and take charge of the trouble-free functioning of internal electronic marketing information systems. In this role, you will work very closely with your colleagues in the Swiss office, with dealers, agencies and Harley Owners Groups as well as with European Headquarters.

Your profile: To succeed in this exciting function, we are looking for a younger (ca. 27–32), highly motivated and enthusiastic marketing professional with at least three years of experience in digital marketing of automobiles, motorcycles or other premium lifestyle and consumer goods. You have a marketing diploma and possess excellent communication skills, both written and oral, in German, French and English. You are familiar with digital marketing and CRM tools/systems and their effective use in the communication with the market. Furthermore, you have proven experience in creating, planning and implementing projects with tight deadlines and are used to working both autonomously and as a team member.

The offer: Here is an opportunity for a bright young marketing professional to assume a leading role for an important facet of Harley-Davidson's business strategy, the active management of its marketing communication in Switzerland through digital channels. Here you can bring your e-marketing experience to bear for one of the world's best-known brands and further hone your communication and management skills. Here you are expected to work fairly autonomously, embedded in a team of highly dedicated and motivated colleagues, both at the national and the European level.

If you are inspired by this challenge, send your application (motivation letter and CV) in English to 1203@conceptjobs.ch. We are looking forward to hearing from you!