

Brand Marketing Owner

About us

Centiel is a Swiss-based technology company that designs, manufactures, and delivers industry-leading power protection solutions for critical infrastructure. Our best-in-class, energy-efficient UPS systems ensure maximum availability and reliability, developed by the pioneers of the first transformerless UPS and the world's first modular three-phase UPS.

With a presence in over 60 countries, more than 90 partners, and 9 subsidiaries worldwide, Centiel's rapidly expanding network provides first-class power protection solutions globally.

To support our growth and strengthen our team, we are now looking for a highly motivated Global Marketing Manager to join our dynamic and innovative organization.

Working location: Cadro (Lugano), Svizzera

Working hours: 80% - 100%

Reports to: Global sales director

What you will do

- Drive Centiel's brand visibility through a range of marketing activities
- Develop diverse media content, including posts, use cases, press releases, white papers, videos, newsletters, landing pages, webinars, etc.
- Oversee product marketing, creating product collateral such as brochures, presentations, flyers, banners, and technical documentation
- Manage and execute digital marketing campaigns
- Generate relevant and engaging content
- Collaborate closely with the sales team and Centiel's distributors to implement marketing campaigns, including product launches
- Design and execute Centiel's social media strategy to ensure content remains fresh and engaging
- Manage and optimize Centiel's website, SEO, and PPC efforts

- Uphold and continuously improve Centiel's marketing corporate guidelines
- Coordinate relationships with external agencies
- Support distributors with local activities related to Centiel's products and branding
- Plan and organize events
- Monitor and report on the effectiveness of Centiel's marketing communications

What skill will make you successful in this position?

- Experience in digital marketing and content generation
- B2B technical product marketing experience
- Knowledge of uninterruptible power supply (UPS) concepts and applications is a plus
- Fluent in English (spoken and written).
- Excellent writing skills
- Guerrilla marketing approach
- Self-driven, organized, and a strong communicator

We also require the person to hold Swiss nationality, EU-Schengen nationality, or a valid working permit.

Behavioral competences

At Centiel SA, all employees are instinctively customer-focused. Key competencies critical to success in this role include:

- Integrity: Be honest, open, and act with integrity in all actions
- Respect: Treat customers, suppliers, and colleagues with patience, tolerance, and respect
- Learning: Show a strong desire to learn and grow in the role
- Business Integrity: Maintain uncompromising standards in all business dealings
- Company Ambassador: Represent Centiel positively in all interactions

Why Join Us

By joining Centiel, you'll be part of a driven and collaborative team passionate about delivering state-of-the-art solutions. As a Brand Marketing Owner, you will play a pivotal role in enhancing our brand visibility, executing impactful marketing strategies, and contributing to the success of a fast-growing, international business. If you have a growth mindset, creativity, and a passion for B2B marketing, we'd love to hear from you!

How to apply

Submit your updated resume along with examples of your work that demonstrate your skills and experience relevant to the role. This could include a portfolio, project summaries, case studies, or links to completed work.

Applications should be sent via email to **bruna.butti@hq.centiel.com** with the subject line **Brand Marketing Owner**. The application deadline is 17th of February 2025. Early submissions are encouraged, as applications will be reviewed on a rolling basis.