



Brand & Product Marketing Specialist

About us

Centiel SA is a technology company based in Switzerland that designs, manufactures, and delivers industry-leading power protection solutions for critical infrastructure. Our range of class-leading, high-efficiency UPS systems provides maximum availability and reliability, and has been developed by the innovators of the first transformerless UPS and the world's first three-phase modular UPS.

Centiel operates in over 50 countries, with more than 80 partners and 8 subsidiaries worldwide. This rapidly expanding network delivers best-in-class power protection solutions across the globe.

Note: In line with our strategic growth, we are proactively collecting applications for this position as part of a forward-looking recruiting initiative. This means we are evaluating candidate profiles today to anticipate future hiring needs aligned with our development plans.

Who we are looking for

The selected candidate will coordinate internal teams, distributors, and external partners to ensure product launches and marketing initiatives are delivered on time, within scope, and aligned with Centiel's business strategy.

You will act as the bridge between Sales, Engineering, and Marketing, driving the creation of impactful communication tools and ensuring brand consistency across all channels.

- **Workplace:** Cadro (Lugano), Switzerland
- **Reporting to:** Global Sales Director

Role purpose

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Key responsibilities

- Plan and manage multiple product marketing projects aligned with company goals.
- Coordinate with Engineering, Sales, After Sales, and external suppliers.
- Create and maintain product marketing materials (brochures, datasheets, presentations, case studies, videos, landing pages).
- Manage digital campaigns (SEO, PPC, newsletters, social media) and monitor KPIs.
- Support distributors with marketing assets and local initiatives.
- Organize trade shows, webinars, and product launch events.
- Ensure alignment with Centiel's corporate brand guidelines.
- Track milestones, mitigate risks, and ensure smooth project handovers.

Qualifications & experience

- Bachelor's degree in Marketing, Communication, or Engineering.
- Minimum 2 years' experience in B2B marketing or technical project coordination.
- Basic knowledge of UPS / power protection solutions is a plus.
- Fluent in English (B2 or higher); German or French are an advantage.
- Experience in managing agencies, vendors, and cross-functional teams.
- Familiarity with digital tools (CRM, CMS, Google Analytics, Ads, SEO tools).

Skills & competencies

- Strong analytical, organizational, and planning skills.
- Excellent writing and storytelling skills.
- Customer-oriented approach under pressure.
- Effective multitasking and time management.
- Ability to work autonomously with accountability.
- Creative mindset and pragmatic execution.

Company values & behavioural competencies

At Centiel, our values guide both our decisions and our daily behaviour.

They define who we are and how we act — shaping the way we work together, serve our customers, and drive innovation.

- Safety, integrity, respect, teamwork – act with honesty and care for people and the environment.
- Own it – act with urgency – take responsibility, make things happen, and deliver with commitment.
- Foster a customer-first mindset – listen, anticipate needs, and create lasting value through service excellence.
- Lead by example – drive continuous improvement – challenge the status quo and share knowledge to grow together.
- Think big and execute – combine ambition and discipline to turn ideas into tangible results.

Every Centiel employee is expected to embody these values through proactive problem-solving, transparent collaboration, and a continuous desire to learn, improve, and contribute positively to our culture and brand.

Expected results in the first 6–12 months

- Successfully deliver at least two key product marketing projects.
- Establish effective communication routines with stakeholders.
- Enhance brand visibility and consistency across digital and offline channels.
- Increase engagement metrics and overall marketing efficiency.

Contract details

- Permanent contract (80% - 100%)
- Start date: TBD

What we offer

- Fair salary in line with the responsibilities of the role
- Attention to personal needs in relation to professional activity.
- Autonomy in carrying out tasks.
- Stimulating, open, and inclusive work environment
- Workplace conveniently located near public transport, with covered parking, showers and changing rooms, and close to natural trails that make it easy to combine work with sports activities.

How to apply

If you identify with this role and are interested in joining us, please send your application, indicating "**Brand & Product Marketing Specialist**" in the subject line, and include your CV and relevant certificates to:

hr@hq.centiel.com.