

Profila

Marketing & Communications Specialist

Company Profile

Profila GmbH is a Swiss start-up focussed on building a B2B2C platform that allows brands to build authentic, consensual, one-to-one relationships with their consumers. We prioritise the privacy of our consumers' data over all else and that principle is the backbone of the product we are building.

Profila is a lean start-up that has seen early interest already amongst brand owners and we are looking to bring in strategic volunteers and provide them substantial projects and experience to help them develop their careers.

Project Summary

The immediate growth priority for Profila is to bring in brands onto the platform. The strategic volunteer will play a crucial role in leading inbound marketing and content development efforts to drive awareness and conversion amongst organisations.

Project Objectives

- Lead content initiatives and develop a functional content calendar, in line with our marketing strategy
- Combine strategic insights with creative writing to deliver the right messages for the right audiences
 - Develop on-brand Content - copy, visuals, video - for owned media to begin with and paid media closer to launch.
 - Manage and execute personalization in Marketing Collaterals for both target groups: Brand Owners and Consumers
 - Develop and execute content for earned media/ PR
 - Lead real-time implementation & distribution of content and messaging
- Gather insights, define KPIs, track and review performance of marketed content

Required Skills

- Experience in/ Familiarity with all things related to content and channel optimization, brand consistency, segmentation and localization
- Familiar with digital media, including social and key content distribution channels
- Interpretation of research, data reporting & analytics across owned, earned & paid media
- Clear articulation of the business goal behind the creation of a piece (or series) of content
- Advanced writing and visual storytelling across all mediums
- Skill at both long-form content creation and real-time (immediate) content creation and distribution strategies and tactics
- A passion for new technology tools
- Excellent communication and writing skills in English
- Strong conceptual, analytical and visual thinking skills

Work Environment & Logistical Requirements

The volunteer will be required to work remotely from home and occasionally at Profila HQ in Luzern (depending on covid restrictions and comfortability). The volunteer will work with the Leadership Team as required. The volunteer would be required to have a personal computer. Brand materials and assets and access to current team working tools will be provided

Duration

10 hours per week for 3-6 months