



<https://fintechnews.ch/job/marketing-communication-manager-at-sonect/>

## SONECT

### Description

SONECT is looking for a passionate and experienced Communications Manager to join our team. In this role, you will develop exciting content and maintain relationships between the media and the public. With your storytelling experience, you will increase Sonect's visibility and brand awareness with a lasting impact.

### Responsibilities

- You create brand awareness via **PR**, drive **media relations**, and secure regular media presence
- Creating valuable content for **internal & external communication** (investor newsletter, quarterly reports)
- Engaging **content creation** for our website, case studies & white papers, blog, copywriting, and product marketing
- You will help shape the annual communication strategy are responsible for our **social media channels** to develop and grow our community with vibrant, engaging content.
- As a key person in our growth hacking team, you develop **creative campaigns** across our channels
- **Marketing automation** – Development and implementation of automated campaign processes for individual communication with our users and shops

### Qualifications

- **4+ years** of working experience in PR agencies, journalism, start-ups, or tech companies
- Bachelor in marketing, communication, or journalism
- Previous experience in rolling out products in multiple markets
- German and English in spoken and written style, Italian and French is a plus
- Proven track record of creating and delivering creative content with high impact
- An independent working style and creative mindset
- Resilient team player with the ability to work in a multicultural environment and the ability to relate well with a broad array of individuals
- Very good knowledge of digital communication channels and their management (social media, programmatic advertising, SEO, SEA, analytics)
- Good knowledge of the financial sector, in particular of payment solutions is a must

### Hiring organization

SONECT

Sonect is a Swiss company that converts every shop into a "virtual ATM". This reduces cost of cash distribution for banks and eases up in store cash management for merchants via a location-based on-demand service.

Users of the platform can withdraw cash from any of the participating shops using a smartphone.

Sonect builds a community around local businesses and helps them generate physical leads while banks save up to 50% in running their ATM operations and optimize their presence. Sonect also helps banks expand their services into new regions and increase financial inclusion without any significant capital investment.

### Employment Type

Full-time

### Job Location

Zurich, Switzerland

### Date posted

March 14, 2022

APPLY