



OEKO-TEX® is an association of 17 independent research and testing institutes in the field of textiles and leather with headquarters in Zurich, Switzerland. Based on its broad expertise, OEKO-TEX® offers various certifications for textiles, clothing, leather goods, chemicals and sustainable production conditions. OEKO-TEX® certifications and labels enjoy a high reputation worldwide among partners in the industry and consumers.

To complement and support our marketing team at our head office in Zurich, we are looking for a committed, flexible and effective Online Marketing Specialist (60 - 80%) by appointment.

Online Marketing Specialist – CMS, SEM, Newsletter (80% - f/m/d)

We offer you an exciting position where you will have the opportunity to shape and develop our website and newsletter communication.

Your area of responsibility:

- Manage and develop our OEKO-TEX.com website, ensuring top performance and excellent UX
- Creation, editing and implementation of digital content (copy texts, calls to action, online services, forms, landing pages, newsletters, etc.)
- Coordination of content translations
- SEO/SEA optimisation in collaboration with analytics experts
- Responsible for online lead generation, including the newsletter, in collaboration with the marketing team
- Coordination of agencies and internal stakeholders, based on goals and KPIs
- Monitoring and reporting of KPI's and corresponding optimisation of the OEKO-TEX® website
- Collaboration and support in overarching marketing projects

Your profile:

- At least two years of professional experience in digital marketing with a strong background in website management in an international company preferably in the textile industry
- Completed marketing training or studies (FH, university) with a focus on digital marketing
- Excellent knowledge in CMS – preferable TYPO3
- Understanding of website analytics tools, such as Google Analytics
- Experience in leading agencies



- You are analytical, accurate and work with a high level of quality
- You are team-oriented, collaborative and love working with different teams and cultures
- Resilient, creative and motivated personality with a "hands-on" mentality
- IT user skills (MS Teams, Word, Excel, PowerPoint, Office 365, Miro, Asana, Photoshop and InDesign are desirable).
- Very good written and spoken English and German.

What we can offer:

OEKO-TEX® offers you a responsible, versatile and attractive job in an international environment. The excellent brand name, forward-looking products and a motivated team will flank your activities.

- Personal freedom to develop exciting projects
- Personal responsibility
- Flexible work
- A dynamic and motivated team with the commitment to change and a passion for sustainability
- A central working location close to Lake Zurich and very good public transport connections.

If you find yourself in this job description, we look forward to receiving your meaningful and complete application documents to recruiting@oeko-tex.com.

Job placements will not be considered for this position!

OEKO-TEX Service GmbH, Gutenbergstrasse 1, 8002 Zurich, Switzerland