

At EY, you'll have the chance to build a career as unique as you are, with the global scale, support, inclusive culture and technology to become the best version of you. And we're counting on your unique voice and perspective to help EY become even better, too. Join us and build an exceptional experience for yourself, and a better working world for all.

Digital Channels Manager 100%

In our Core Business Services, we support the company and its experts with a wide range of services that contribute to the implementation of our global corporate strategy. EY Switzerland - headquartered in Zurich - is looking for a versatile Digital Channels Manager.

The Digital Channels Manager is an integral part of the Brand, Marketing & Communications team (BMC). The BMC function builds the commercial value and emotional resonance of the EY brand. The BMC team is focused on both internal and external audiences to drive reputation, relationships, revenue and people engagement.

The opportunity

- Rethink the channel mix, increase visibility, and gain traction in respect to marketing influenced opportunities.
- Demonstrate first-class communications skills, including excellent written and oral communication skills, as well as consulting, listening and interpretation skills.
- The role will function as a key part of the BMC team and will require actively partnering with the External & Internal Communications team, the Content Marketing team, the Digital Marketing lead in Switzerland and the Europe West Digital team.
- Highly motivated and dedicated team where you can expect new challenges every day that will allow you to build on your knowledge and expertise.

Your key responsibilities

- Challenge status quo: develop the best channel mix possible and set up the online/SEO strategy to achieve marketing Influenced opportunities (new potential mandates for the company).
- Seeking on how best to bring content to life on ey.com and other owned channels in a way that enhances our brand, serves our users and drives site engagement. Working from topic ideation through to page build and optimization.
- Strategize and execute inbound and internal links, and calls-to-action on page, ensuring next-best actions are included and functional (e.g. forms, read-on articles, pathfinder-tools, conversion trigger-tools).
- Understand website taxonomy and ensure new content is tagged effectively.
- Draft communications and copy for communications and engagement deliverables including (and not limited to) newsletters, web-articles, social media posts, and video content.
- Ensure adherence to quality standards and principles as outlined in EY's verbal and branding guidelines.
- Excellent project management with strong deadline-orientation as well as the ability to work under tight deadlines, prioritize work and multi-task
- Define, measure, and evaluate relevant KPIs. Review analytics to incorporate best practices and make recommendations for content optimization/development, impact, and ROI.

Skills and attributes for success

To qualify for the role, you must have

- Degree in (digital) marketing, communications, public relations or similar
- Previous experience in large, matrix organizations and/or PR agencies
- A proven track record of success with omnichannel strategies and solutions
- Excellent copywriting, online editing and storytelling skills hand in hand with optimizing SEO performance
- Eagerness to remain up to date on any changes to SEO/SEM approach established by major search engines
- Strong understanding of SEM, Marketing Automation (Marketo), and the (Swiss) digital media landscape
- Experience with content management systems and reporting platforms e.g. Adobe and Google Analytics
- A fluent English and German, preferably also French skills

Ideally, you'll also have

- Skills to keep abreast on new functionalities, emerging trends and/or any process changes that are implemented by the central web governance team
- Strong understanding of the Swiss market and the target audiences: clients/prospects from German speaking Switzerland, Romandie and international corporates
- Flexibility, creativity and willingness to adapt, influence and challenge are essential
- Readiness to learn and develop new skills in the field of communications and marketing

What we offer

- International [multi-cultural](#) team of highly motivated professionals
- Continuous personal development with a steep learning curve – a system of trainings, mentoring, counselling, and on-the-job learning
- Modern working environment and equipment, fostering mobile working flexibility
- Transparent performance-based recognition and progression system
- Acquire a fully accredited corporate MBA (EY Tech MBA) from Hult International Business School, whilst working with EY, completely free*

If you can demonstrate that you meet the criteria above, please contact us as soon as possible. Make the next step and apply for this position online. For further information please contact our recruitment team (recruitment.switzerland@ey.com / +41 58 286 33 66).

The exceptional EY experience. It's yours to build.

** exception of EY contractors, interns and alumni.*

EY | Building a better working world

EY exists to build a better working world, helping to create long-term value for clients, people and society and build trust in the capital markets.

Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.