

Emile Egger & Cie SA
Ressources Humaines
Route de Neuchâtel 36
2088 Cressier NE (Schweiz)
Telefon +41 (0)32 758 71 11
rh@eggerpumps.com
www.eggerpumps.com



We are an internationally renowned family-owned company headquartered in Cressier, near Neuchâtel. We design, develop, and manufacture centrifugal pumps and control valves, supplying demanding sectors such as industry, chemicals, and wastewater treatment.

To strengthen our Marketing department, Emile Egger & Cie SA, based in Cressier, is looking for a:

Marketing Manager (M/F) – 100%

You will develop and execute the global marketing strategy to strengthen the company's brand, market visibility and commercial effectiveness. You ensure the marketing activities support business growth, product positioning, customer engagement and sales development across all markets.

Main responsibilities :

- Develop and implement the global marketing strategy aligned with the company's business objectives and brand positioning.
- Manage annual marketing plans, priorities and budgets.
- Organize and coordinate participation in trade fairs, exhibitions, customer events and industry conferences.
- Support lead generation, customer acquisition and customer retention through targeted marketing initiatives.
- Collaborate closely with Sales, Product Management and regional organizations to ensure alignment between marketing and commercial objectives.
- Manage the creation and maintenance of marketing materials, including brochures, presentations, case studies, website content and digital assets.
- Manage the company website, digital communication channels and social media presence.
- Support product launches through communication plans, promotional activities and launch materials.
- Coordinate external agencies, suppliers and service providers involved in marketing and communication activities.
- Conduct market, customer and competitor analyses to identify trends, opportunities and risks.
- Develop customer references, application stories and success cases to strengthen market credibility.
- Ensure consistency of messaging, visual identity and branding standards across the organization.
- Monitor marketing performance through relevant KPIs and recommend improvement actions.
- Support internal communication activities and company announcements.
- Ensure consistency of marketing materials with company standards, brand identity and communication guidelines.
- Act as the primary coordinator for Board of Directors sponsored communication, branding and employee engagement initiatives.
- Lead the planning and execution of strategic corporate events and special projects initiated by the Board of Directors.
- Support executive communication and corporate presentations when required.

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Profile and skills :

- Bachelor's or Master's degree in Marketing, Communication, Business Administration or equivalent.
- Minimum 5 years of experience in a marketing role within an industrial B2B environment.
- Strong knowledge of B2B marketing, branding and communication practices.
- Good understanding of industrial products, markets and sales processes.
- Experience with trade fairs, product launch communication and digital marketing activities.
- Working knowledge of CRM, website management, marketing automation and analytics tools.
- Experience in managing external agencies and marketing budgets.
- Fluent in English. French and/or German would be considered an advantage.
- Excellent communication and writing skills.
- Strong customer and business orientation.
- Strong organizational and project management capabilities.
- Good analytical skills and ability to translate market insights into actionable initiatives.
- Ability to collaborate effectively within local and global teams.
- Creative mindset combined with strong execution capabilities.
- Ability to manage multiple priorities and deadlines.

The Marketing Manager may be requested to:

- Travel internationally to support trade fairs, customer events and marketing activities.
- Work outside standard business hours when required for events, launches or communication activities

If we have aroused your interest, we look forward to receiving your complete application (cover letter, Resume, diplomas, and work certificates) at rh@eggerpumps.com

For more information about our company: www.eggerpumps.com