



Green Motion SA is a Swiss company that for the last ten years has been pioneering the design and production of charging systems for electric vehicles.

It manufactures charging stations, designs management software for charging networks, operates charging stations and is a service provider for electric mobility.

Green Motion SA operates its own network of charging stations under the “evpass” banner as the most extensive Swiss network and one of the leading European networks. For more information about Green Motion SA go to: www.GreenMotionEV.com

To complete our team in Le-Mont-sur Lausanne, we are looking for a

Digital Marketing Coordinator – Traffic & Social Media (100%)

Reporting to the Marketing Director, the Digital Marketing Coordinator will drive targeted organic and paid traffic to company's online platforms, track and convert leads to generate sales and develop a community on social media to enhance company's visibility.

In this role

- Drive & convert targeted traffic by defining and executing the right SEA/SEO strategy (funnel approach)
- Grow and engage a thriving community on social media (Facebook, Instagram, LinkedIn, etc.)
- Create great content (including video, stories, banners, images, articles) to acquire & engage leads
- Track leads' conversion, engagement metrics and optimize strategy accordingly
- Support marketing team with other tasks (i.e. mailings, printed material, etc.)

About your profile

- **Swiss-German/German mother tongue**, fluent in French & English
- Minimum **5 years' experience in digital marketing**, more specifically in paid & organic traffic acquisition & conversion, content creation and social media
- Complete mastery of paid advertising platforms such as Facebook Ads and Google Ads
- Expert in Google Analytics & Google Search console
- Good understanding of social media engagement mechanics and SEO drivers
- At ease with photo/video editing and written content development
- With a creative yet analytic mindset and strong communication skills, you can work independently and are goal-oriented and user driven

Do you recognize yourself in this profile? Are you up for a new challenge?

We look forward to receiving your application.