



## Digital Marketing Manager (Zurich / Remote)

We're currently seeking a Digital Market Manager to join us either in Zurich, Switzerland, or in a remote capacity. If you're a creative thinker with a genuine passion for digital marketing, this could be the perfect role for you. As part of our team, you'll have the chance to shape and implement digital marketing strategies for LINDEMANNLAW and our renowned Swiss Capitalmarketforum across social media and online platforms like LinkedIn, Twitter, and YouTube.

### About Us:

LINDEMANNLAW stands out as a top-tier Swiss boutique law firm, renowned for our expertise in financial markets, financing, fintech, and investment funds. We pride ourselves on offering cutting-edge legal, regulatory, and tax advice to a diverse array of successful entrepreneurs and financial industry players, both in Switzerland and globally. At LINDEMANNLAW, we foster an inclusive and culturally diverse work environment, and we're excited to announce opportunities to join our dynamic team!

### Your Responsibilities will include:

- ✓ Developing and executing digital marketing strategies aligned with our business objectives.
- ✓ Creating, editing, and optimizing compelling content for our website, blog, white papers, and social media channels:
  - LinkedIn (<https://www.linkedin.com/company/lindemannlaw/>)
  - Twitter ([https://twitter.com/lindemann\\_law](https://twitter.com/lindemann_law))
  - YouTube (<https://www.youtube.com/channel/UCY0TZgIHZtabC2IkIPfTuRQ>)
- ✓ Managing and enhancing our social media presence.
- ✓ Overseeing all marketing activities, tracking results, and generating insightful reports.
- ✓ Conducting comprehensive SEO analysis to identify opportunities for improvement and implementing effective SEO and PPC strategies.
- ✓ Supporting our Swiss Capitalmarketforum (<https://capitalmarketforum.swiss>) events with the preparation of materials and creating engaging video content for our YouTube channel.
- ✓ Facilitating workshops and webinars with experts, including preparation of presentations and organizational tasks.
- ✓ Creating company presentations and proposals.
- ✓ Curating weekly newsletters featuring articles from our blog.
- ✓ Utilizing Zoho Marketing (<https://www.zoho.com/marketingplus/>) tool to optimize and analyze all marketing activities.
- ✓ Collaborating with freelancers and external agencies to ensure consistent brand messaging and high-quality content.

### Expectations:

- ✓ 3-5+ years of experience as a Digital Marketing Manager or similar role.
- ✓ Proficiency in English is essential; knowledge of German, Russian, or French is a plus.
- ✓ Expertise in all aspects of search engine optimization, web analytics, and marketing tools.
- ✓ Strong content creation skills and familiarity with content management systems.
- ✓ Experience with video content creation and social media marketing strategies.

In return, the new Digital Marketing Manager at LINDEMANNLAW will have the exciting opportunity to spearhead a competition in collaboration with university students. This competition will focus on analyzing current marketing strategies of law firms, both digital and traditional, and generating innovative ideas for the future of legal industry marketing. It's a chance for students to apply their knowledge and creativity while gaining valuable insights into the legal industry's marketing landscape.

To apply, please send your application including a letter of motivation, CV, and references to Dr. iur. Alexander Lindemann at [alexander.lindemann@lindemannlaw.ch](mailto:alexander.lindemann@lindemannlaw.ch).

**We're eagerly anticipating hearing from you and welcoming the newest member to our team!**

