



DECTRIS is a successful and growing hightech company that develops and manufactures X-ray and electron cameras to spark scientific breakthroughs around the world. While photographic cameras capture visible light, DECTRIS cameras count individual X-ray photons and electrons. Our 150+ employees are located in Switzerland, the United States and Japan. At DECTRIS, we advance science through delivering and communicating technology-leading solutions. Our ultimate goal is to serve present and future generations in mastering society's most important challenges by enabling scientific and technological breakthroughs. We have built a unique brand over the years, earning the trust and loyalty of our customers, OEM partners, and suppliers. As we pursue our diversification strategy and evolve from a detector manufacturer to an enabler of scientific breakthroughs, it becomes crucial to nurture this valuable asset. Since we embrace Sociocracy 3.0 principles and transition to self-organized, cross-functional teams, we are seeking a senior high-tech marketing manager who is motivated by the impact of our products and thrives in a dynamic, collaborative environment. We are not simply looking for a classical Head of Marketing and Communications focused on budgets and titles. Instead, we seek an individual who shares our passion for making a difference and understands the importance of working in a cross-functional setting.

Senior Marketing Manager

Your Mission

- develop purpose and vision of marketing and communications according to company strategy
- translate market and application knowledge of our market teams into compelling marketing strategies
- ensure DECTRIS' brand and story are consistently communicated across all channels and communities
- give our transition from product to solution provider credibility
- implement and improve marketing processes for efficiency with stakeholders including appropriate marketing automation
- periodically review and adjust the marketing and brand strategy with the stakeholders

A typical day

- act as Editor-in-Chief and oversee DECTRIS publications, including application notes and blogs as well as internal communications
- coordinate operational activities based on annual and quarterly marketing plans and market teams' priorities
- support market teams in all operational marcom activities including coordination of partners and freelancers
- as part of the team, maintain official website and social media account
- carry out operational activities when needed

We Offer

- A successful and growing high tech company in an international, scientific environment.
- Joining the global leader in HPC X-ray detectors for science and industry. Our engineers design cutting-edge detectors to support the state of the art science and technology.
- An international work environment formed by more than 100 experienced engineers, scientists and other professionals.
- An ambitious company with an outstanding collaborative culture, which commits to mutual success.
- Excellent, flexible working arrangements to enable professional development and personal life balance.
- A thoughtful environment. You will enjoy our modern infrastructure including additional benefits like a small gym, parking space, subsidised meals, free snacks and company events.

Expertise required to be successful

- 7+ years of progressive experience within marketing roles across all disciplines and channels with a sound understanding of the digital space
- brand strategy and development, CD/CI
- preferred qualifications encompass a scientific background or extensive experience within a high-tech scientific organization
- substantial experience in content creation that explains complex concepts compellingly
- committed to staying current and building upon marketing best practices and trends in a customer-centric approach
- familiarity with modern CMS and CRM technologies
- native-level English

Skills we consider essential

- partnership & influence
- organizational agility
- dealing with complexity
- analytical thinking
- customer focus

<https://www.dectris.com/career>



Marketing and Communications Team

DECTRIS global marketing and communications team is specialized in serving the needs of the entire company in all related initiatives, including conference organisation, digital campaigns, advertising, and creative projects. As a senior team member, you understand the needs of the stakeholders and work with them at different levels to develop holistic marketing and communications strategies and plans. The marketing and communications teams execute these plans in close collaboration with the stakeholders and implement necessary tools and services, including quality assurance and KPI monitoring processes.