



La Prairie is the leader in luxury skincare, present in 90 countries around the world. Synonymous not only with luxury, the La Prairie name evokes innovation, performance, high-touch service and Swissness — the purity, precision and excellence inherent to the extraordinary land that saw the brand's inception in 1978. La Prairie endeavours to fulfill a quest for timeless beauty through the highest standards of advanced technology combined with exquisite formulations and elegant packaging — elevating science to art.

For our Global Headquarter in Volketswil (near Zurich) we are looking for a

## Digital Campaign Manager

who will be in charge of our global digital campaign initiatives from ideation, planning and implementation to project management. This position will report to our Head of Global Digital Marketing.

### Responsibilities

- Plans, implements and manages digital initiatives within our global and local integrated campaigns
- Defines and implements the calendar of Digital Marketing projects together with Global Product/Brand, Creative and PR teams
- Manages the development of global master campaign assets, including translations
- Collaborates closely with and guides our local subsidiary marketing teams
- Manages internal and external partners

### Qualifications

- Degree in marketing, business or media sciences (or equivalent experience)
- Minimum 3 years relevant work experience:
  - Digital and integrated campaigning
  - Management of complex projects using relevant tools
  - Data and analytics focus
  - Work experience within a regional or global organization
- Excellent knowledge of digital channels and platforms
- Very strong project management skills
- Excellent written and verbal communication skills - English proficiency is a must
- Entrepreneurial mind-set, passionate about your work
- Previous experience in the luxury or beauty industry is a plus

**Location:** Switzerland, Volketswil ZH  
**Starting:** As soon as possible or by agreement

**Interested:** If you are interested in this exciting opportunity, please send your application to: Mrs. Andrea Fust, [application@laprairiegroup.ch](mailto:application@laprairiegroup.ch), Ref. Digital Campaign Manager

