For the Department Multichannel Campaign within Karger Experience, the Karger arm which is aimed at communities and markets, we are looking for a motivated person to join our increasingly agile organization as

**Marketing, Multichannel Campaign Consultant (80–100%)**

You will need to work closely with various departments and divisions as well as the other marketing departments within the publishing company. Your main responsibilities will be to design, implement, and oversee the agile management of multichannel campaigns at Karger Publishers and to make sure marketing communications are effective.

**This multifaceted role includes:**
- Actively advising internal stakeholders about appropriate marketing activities and communications that will achieve the defined goals – you will be responsible for creating an optimal marketing mix
- Responsible for planning, implementing, and overseeing integrated multichannel campaigns; selection of traditional and digital communication channels depending on the groups being targeted
- Planning, organizing, and supervising booths at congresses
- Developing creative and goal-orientated ideas for online marketing communications, social media, and offline communications and their efficient implementation
- Developing appropriate means of communication and coordinating the production of the accompanying graphic material
- Ensuring of the availability of marketing, sales, and advertising materials that appeal while taking the company’s integrated communication and content strategy into consideration
- Preparing and overseeing budget planning
- Compiling action reports and statistics and monitoring success

**Qualification and experience required:**
- Experience in a scientific publishing house is a pre-requisite
- Exposure to English through work over many years or of English mother tongue is a pre-requisite
- Knowledge of German in everyday working life is a plus
- University degree in business or commerce or similar educational background
- Further education in marketing, possibly focusing on: communication, online marketing, social media
- Experience in online marketing: implementing SEA activities (e.g. Google ads) and their evaluation
- Experience in planning and implementing goal-orientated integrated campaigns (traditional/online), campaign management, agency experience
- Very good communication skills, ability to work in a team, assertiveness with the ability to persuade
- Open to new challenges, solution-oriented thinking, and pragmatic action
- Very good IT skills: MS Office
- Readiness to travel internationally (EU, approx. 15 days per year)
- High service and customer orientation
What we offer:
• a work environment where personal development and responsibility are highly valued
• Modern offices that contribute to innovation and collaboration
• Flexible working hours
• Centrally located workplace
• Benefits of the Swiss social system

If you would like to take on the challenge this role presents, we look forward to receiving your application directly at humanresources@karger.com.

About us:
Karger Publishers is a worldwide publisher of scientific and medical content based in Basel, Switzerland. Connecting and advancing health sciences since 1890, Karger has been continuously evolving, keeping pace with the current developments and shifts in research and publishing. The publishing house is dedicated to serving the information needs of the scientific community, clinicians and patients with publications of high-quality content and services in health sciences. Karger Publishers has 240 employees and is present in 15 countries around the globe.