



## Marketing Consultant (100%)

### About this position



Are you looking for a new challenge in Marketing & Communication? Do you have a solid background in sponsorships and event management, enjoy managing end-to-end campaigns, and want to help shape the growth of a dynamic professional services firm? Join Forvis Mazars and play a key role in raising our visibility in the Swiss market!

We're looking for a **Marketing Consultant to join our team in Zurich** (start date asap).

In this role, you will contribute to the visibility of our brand and services by managing sponsorships, driving regional events, and supporting impactful campaigns that engage our key audiences.

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### Your tasks

You will be mainly responsible for key sponsorships and events in the German-speaking market and supports the delivery of marketing campaigns across digital and offline channels. Key activities include:

#### Sponsorships marketing

- Manage major long-term sponsorships and identify opportunities to boost visibility, growth and engagement in alignment with the firm objectives.
- Deliver and follow up on all sponsorship activities, including guest management and stakeholder communication.
- Create content and social media assets for sponsorship activations, coordinating with internal teams and external partners.
- Coordinate with subject matter experts to find overarching themes and create impactful content for the audience.

#### Campaign & event management

- Plan and deliver regional events and client activities, ensuring a smooth end-to-end experience.
- Oversee production of campaign materials (videos, visuals, social media assets etc.) and manage external agencies.
- Event budget management.

### **Additional projects/ support**

- Track marketing performance and support continuous improvement initiatives.
- Optimise use of our marketing automation platform (Salesforce Marketing Cloud / Pardot) and support lead management.
- Manage marketing merchandise and seasonal communications.
- Contribute to employer branding initiatives, depending on skills and interest.

### **Your profile**

- 3+ years of experience in marketing, ideally with a focus on sponsorships/ events, or campaign marketing.
- A degree in marketing, communications, business or a related field.
- Solid project management skills – you're organised, hands-on and comfortable coordinating multiple activities at once.
- Fluent in German and English (French is an advantage).
- Experience working with marketing automation (e.g. Pardot), and/or social media platforms is a plus.
- Curious, creative, motivated and flexible – happy to step in and support across a variety of marketing activities.
- Team player with strong communication skills, valuing collaboration and communicates openly and transparently with team colleagues.
- Willingness to travel regularly within Switzerland.
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### **Why Forvis Mazars**

- We foster an entrepreneurial environment, enabling you to take initiative and contribute innovative ideas.
- Availability of part-time work options.
- Flexible scheduling, including opportunities for remote work.
- Comprehensive career development and training support, with funding for diverse in-house and external educational programmes.
- Opportunities for international assignments through the Forvis Mazars International Mobility Program.
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Apply now!

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[forvismazars.com/ch](https://forvismazars.com/ch)

**We would not consider sent profiles by recruitment agencies.**

## Additional information

Position type **Full-time employee**

Entry date **as of now**

Work experience **Experienced**

Locations **Zurich**

## Responsible

Editra Toska

Talent Acquisition Specialist

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