

Are you looking for an “ordinary job” or for an “extraordinary journey”?

Does your lifestyle involve all things current and fashionable? Got an eye for spotting the latest trends? Are you assertive and ambitious? Do you have innovative ideas and thrive in a varied role? Do you derive joy from independent leadership, organisation and concept creation for a great brand? Do you count independence, commitment and flexibility amongst your greatest strengths?

Then you're just right for the exciting challenge of leading the Al Capone cigarillo brand in Switzerland. Working for Al Capone, a leading producer of premium cigarillos globally, means that you're always a valued employee.

We are currently hiring for the role of:

NATIONAL BRAND MANAGER SWITZERLAND “AL CAPONE” (a) 100 %

What we are offering:

- An owner-managed company with long-term goals and a horizontal organisational structure
- Interesting challenges from working within an international brand positioned within the premium lifestyle bracket
- An attractive remuneration package and excellent benefits
- Opportunities for continued professional development within our international group
- A professional working environment
- Company car with the option of personal use
- Flexible working hours with work-from-home provision

Your main responsibilities:

- Overall responsibility for our strategic brand Al Capone
- Defining and implementing the marketing strategy and brand positioning
- Development and implementation of all communications (POS, events, digital)
- Responsibility for product launches and relaunches
- Analysis of market development and trends, and using this to derive appropriate measures for strengthening the Al Capone brand further
- Setting and analysing KPIs (volume, revenue, forecasts)
- Overall responsibility for Al Capone's marketing budget
- Collaboration with Al Capone global brand management and participation in international marketing projects

You and your skills:

- BA or MA in a marketing-related subject
- At least 3 years' experience in FMCG brand management
- Distinctive consumer-oriented approach
- Analytical and conceptual competence, coupled with a strong implementation skillset
- Cosmopolitan, enthusiastic team player with strong communications skills
- Show a high level of resilience and joy in working on varied projects
- English: very good / German: basic comprehension
- Ability to relocate to Switzerland (working in Burg, in Aargau canton)

Are you ready? Apply now!

We look forward to receiving your application and CV. All submissions should be sent via our recruitment partner VIAVANTA AG (Yannick Härtel / job@viavanta.ch).