

JOIN A KEY SWISS PLAYER! Based in Switzerland, Univerre is a company of 38 years of excellence. As a market leader in the design, decoration, distribution and washing of glass packaging, Univerre is proud to be a partner of choice for the major Swiss brands in the food and beverage industry, and has a clear focus on the international market and industry 4.0. **Glass is the material of the future, and we will do everything to contribute to its success!**

For our Communication team, we are looking for our future:

Digital Communications Specialist (SEO / SEA Specialist)

Your Mission

- Develop, plan and implement the digital communication plan for Glassmania.com
- Content creation for Glassmania.com and univerre.ch (SEO best practices; Keyword research, keyword mapping, internal linking, backlinks, etc.)
- On-page search optimisation in English, German and French including page titles and meta descriptions, H1 tags, content and internal linking
- Conduct website SEO audits for technical and content analysis optimisation, identifying most critical improvement opportunities
- Monitor performance, spot changes and react to moving rankings, backlinks, competitors, pagespeed
- Plan and creation of Newsletters for our customers
- Manage the content for Glassmania and Univerre (product maintenance, landing pages, reviews, etc.)
- Manage the social media platforms (creation of photos and videos, postings, etc.)
- Controlling and monitoring of all digital activities and report them (SEO / SEA)
- Analyze daily performance reports and KPIs to achieve set objectives (volume of leads, CTR, TTR, ROI)
- Implement and set up international campaigns for new clients
- Ensure that all information about Univerre and Glassmania is accurate across the internet.

Your professional profile

- Expertise and deep understanding of search engine algorithms, ranking methods and popular SEO specific tools like Screaming Frog, Semrush or SEOprofiler, Google Search Console, Merchant Center
- Knowledge of methods to tracking, reporting, analyses and improvement of SEO/SEA performance
- Knowledge of the latest SEO/SEA trends, strategies and changes in the algorithm
- Command of Google's Suite (Analytics, Ads, Google Trends, Google Tools, Google Tag Manager)
- Graphic design and related software skills (Photoshop, InDesign, Adobe illustrator, Photography/Filming)

What else sets you apart

- Mother tongue French with good English skills (German is a plus)
- At least 3+ years experience in the SEO/SEA area, good understanding of SEO/SEA best practices
- Data-oriented thinking and able, to understand complex correlations
- Attention to detail with a passion to be creative
- Passion for SEO/SEA and digital marketing
- Dynamic personality, resilient & energy management (stress & pressure resistance, taking responsibility)
- Ability to multitask and work with different teams

We offer

- Strong and dynamic corporate culture
- A solid team with a great team spirit
- Modern working atmosphere and perspectives
- Environment that promotes initiative
- Continuous training and permanent skills enrichment
- Good social benefits and an excellent work environment

80-100%, location on the site of your choice, and start date to be agreed together!

All good ? If this sounds like a plan to develop your career in an extraordinary way with us, it happens here: www.univerre.ch/jobs.

See you soon !
Univerre Team