



SYNOVA S.A.
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A young company based near the lake « Léman » is preparing for global industrialization.

Founded 9 years ago, our privately owned, multilingual company is quickly expanding and presently has 45 employees, including 25 engineers, from more than eight different countries. Thanks to a solid structure and applications that promise a high-development potential, we are preparing an extension of our activities in our main markets, thus allowing us today to enter into an expansion phase based on procedures as well as solid and experimented structures.

To this end, we are currently seeking an experienced Marketing Manager who can bring us his or her know-how and share our values.

Marketing Manager

Your Profile

- Higher education in a relevant field, degree in HEC and/or SAWI is a plus
- 8 – 10 years of experience including leadership experience
- At least 5 years experience in market research or competitive intelligence and analysis
- Experience in capital equipment marketing a plus
- Results-oriented, analytical, ability to work in teams, project management and coaching skills with ability to set priorities in an environment with a mix between longer-term process development and short-term analysis
- Statistic analytical skills
- Excellent communication skills, output and quality oriented
- Fluency in both English and French, excellent oral and written skills in German; additional languages a plus
- International background preferable
- Excellent knowledge of presentation and database software
- A feeling for Image or an artistic vision would be a plus

The position

Reporting to the Vice-President of Sales and Marketing, you will be responsible for executing sales and marketing assignments to support Market Research, Publicity and Communication for the Company.

- Assist the Direction in the development of new and existing Markets for Laser Microjet® Technology
- Strategic analysis of laser technologies market trends and competitor's strategies to provide insight to management for support of sales department
- Development and execution of market share data collection, consolidation and analysis

- Assist in the development of the Company Image in all forms of Company communication: Conferences, Events, Clients, Publicity, Interviews, News, Publication, Reporting, E-mails
- Optimize and improve existing processes for the research and analysis of competitors and markets, using a range of sources, including internal networks and independent external sources
- Based on internal customer feedback, develop Market: newsletters, trend reports, reporting systems, etc.)
- Prioritize, set-up and execute specific market research and analysis projects to support requests from the Management

Benefit from everything that a market leader like Laser Jet Technologies has to offer. Our systems and solutions make premises comfortable, secure and efficient – not just today and tomorrow, but throughout their entire lifecycle. From systems integration to product development, the challenges are a given.

Leading the new team of market / competitive intelligence specialists at Synova SA in Ecublens, Headquarter.

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