

SYNBONE AG is a global leader in medical education and training solutions since 1988, serving 1,000+ leading Medical Device Companies, Education Institutes and University Hospitals in over 80 countries. Headquarter is in Zizers, Switzerland while production facility is in our subsidiary in Malaysia.

We are seeking a passionate Digital Marketing Specialist to drive business growth by generating qualified leads, support global product launches, and contribute to positioning SYNBONE as a trusted partner in surgical education and training.

## Digital Marketing Specialist (40-60%) – B2B MedTech

**Location:** Zizers, GR, Switzerland

### Job Responsibilities and main tasks

- Lead generation with regional Sales & Business Development Management globally
- Manage global and regional digital campaigns
- Create and execute LinkedIn & digital marketing strategies
- Own CRM backbone and sales enablement
- Collaborate closely with international team members (Malaysia, Switzerland, Regional Sales Teams)

### Profile

- B2B digital marketing experience 3+ years preferred
- Understanding of the MedTech market is preferred
- Hands-on experience with LinkedIn Ads & performance marketing skills
- Experienced in CRM and analytical mindset
- Proficiency in Microsoft Dynamics 365 CRM is highly advantageous
- Structured, sales and business-driven
- Able to work with international teams in different time zones
- Proactive and able to work in a small team
- Business language: English

### What we offer

- A part-time role (40–60%) with global exposure
- Opportunity to shape the company's digital and commercial transformation
- International and collaborative work environment
- Modern office in Zizers with convenient facilities (free parking)
- Restaurant in the office building

### Application

Please send your cover letter and CV to [career-ch@synbone.com](mailto:career-ch@synbone.com), quoting "Digital Marketing Specialist" in the subject line.

Please note that only shortlisted candidates will be contacted.