

Bitcoin Suisse is the Swiss crypto-native pioneer and trusted gateway to crypto asset investing. As the leading crypto financial service provider in Switzerland, we operate across the most relevant crypto exchanges and provide brokerage, custody, staking and other crypto-related services at the forefront of technical innovation. We are as dedicated to our clients as we are passionate about cryptocurrencies and the underlying blockchain technology. We make things happen and have helped to shape the crypto and blockchain ecosystem in Switzerland as a driving force in the development of the 'Crypto Valley'. Bitcoin Suisse is headquartered in Zug with offices in Copenhagen, Vaduz and Bratislava and targets (ultra-) high-net-worth private individuals and institutional clients.

Digital Marketing Manager

We are looking for a results-driven Digital Marketing Manager to support our online marketing efforts. This role will focus on social media strategy, email marketing, and lead nurturing to drive brand awareness, engagement, and conversions. The ideal candidate has a proven track record in digital marketing, strong analytical skills, and experience using marketing automation tools to grow and nurture our audience.

You will have the following responsibilities

- Develop, implement, and manage a comprehensive social media strategy across all platforms
- Create and curate engaging content, including text, images, videos, and interactive formats.
- Monitor social media trends, audience behaviors, and competitor strategies to optimize performance.
- Engage with followers, respond to comments and messages, and foster community growth.
- Track KPIs and create performance reports to assess effectiveness and inform future activities.
- Plan and execute email marketing campaigns to engage and retain subscribers while driving lead conversions.
- Develop and optimize automated lead nurturing sequences using CRM and marketing automation platforms (e.g., HubSpot, Mailerlite, etc.).
- Segment email lists for targeted messaging and personalized communication.
- Manage client mailings to maintain engagement and ensure consistent communication.

What you bring along

- First and foremost: You are an open minded, creative, entrepreneurial, positive thinking, hardworking strong team player
- Bachelor's degree in marketing, Communications, Business, or similar education.
- 5+ years of experience in digital marketing, with a focus on social media and email marketing
- Experienced in the crypto and/or financial industry
- Fluent in German and English (C2) with excellent written and verbal communication skills is a must
- Proficiency in social media management tools
- Hands-on experience with email marketing platforms and automation tool
- Experience with employee advocacy programs to enhance brand reach and engagement through internal stakeholders is a plus
- Strong knowledge of content marketing, and audience segmentation
- Analytical mindset with the ability to interpret data and generate insights
- Ability to think creatively & approach communication from new angles

What we offer

- **Expertise:** Work with crypto native experts
- **Culture:** Positive and supportive team culture that relies on common goals, ambitions and values
- **Activities:** Regular team events and activities
- **Ownership:** High level of autonomy and responsibility
- **Crypto Salary:** Option to get a part of your salary in Bitcoin and/or Ether
- **Fitness:** Sport over lunch activities
- **Location:** Office location in crypto valley right next to the train station of Zug
- **Workation:** Enjoy the flexibility of working across designated EU countries, with up to 10 days a year to combine work and travel

Please note that for this position, only direct applications with a valid working permit for Switzerland will be considered.

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