

Are you a curious person with a passion for the hospitality industry? Have you ever wanted to gain deep know-how in web design for hospitality? Welcome to Positioner.

## Who are we?

*We position. On point.*

Our team consists of people with different areas of expertise and talents who support hotels in their differentiated positioning in a highly competitive market. To do this, we work down to the very last detail to help a hotel brand create a meaningful and sustainable experience along the customer journey. Our strategic and data-analytical approach is paired with our understanding of design and psychology. Our engine: digitalisation! Twenty-five years of dedication and creativity are expressed in Swiss precision, a global network and a dash of Italianità.

## Our partners?

International and unique. Our clients are hotel affiliations, luxury, boutique and design hotels. This includes renowned hotels such as Le Sirenuse, Les Trois Rois, Passalacqua Lake Como, Six Senses and The Cambrian Adelboden.

For our performance department, we are looking for a

## Performance Marketing Campaign Specialist (100 %)

### Your areas of responsibility are:

- Execute the setup and implementation of performance marketing campaigns across various channels including Google Ads, Meta Ads, Tik Tok ads, LinkedIn ads and metasearch channels
- Monitor ongoing campaigns, analysing key performance indicators and making data-driven decisions to optimise performance and meet our partner's objectives
- Implement A/B testing frameworks for campaigns to refine targeting, improve engagement and test out new models
- Manage campaign budgets and adjust bids to optimise the allocation of resources across campaigns
- Stay updated on the latest performance marketing tools and platforms to enhance campaign efficiency and outcomes
- Prepare detailed weekly updates for the rest of the Performance Marketing team who will be in contact with the partners

### Requirements – Must have:

- 5+ years of professional experience in performance marketing
- Proficiency in Google Ads, Meta Ads and Metasearch platforms
- Proficiency in Looker Studio dashboard creation and interpretation
- Proficiency in Business Intelligence dashboards and interpretation
- Strong attention to detail, follow-through and analytical approach
- Strong communication skills and ability to collaborate effectively within a multidisciplinary team.
- Good verbal and written communication skills in English, able to understand and speak at a proficient level.

### Requirements – Nice to have:

- Experience within the hospitality, travel or luxury sector.
- Verbal and written proficiency in German and/or Italian

## Our Offer

- Work in an attractive international environment with well-known hotel brands
- Strong teamwork and flat hierarchies with development opportunities in a family environment
- Home office/distance working possible
- Flexible working hours
- 5-day week with 42.5 working hours (100 %)
- Four weeks of paid holidays and 15 public holidays per year (100 %)
- Special rates in all Swiss Deluxe Hotels (upon the availability of the hotel)

Are you interested? Please apply here: <https://form.typeform.com/to/yH7Ef28L>

Applications via email will not be considered.

For specific questions, please send an e-mail to [mariavittoria.avino@positioner.com](mailto:mariavittoria.avino@positioner.com)



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