



**MKS (Switzerland) SA** is a precious metals and financial services company part of the MKS PAMP GROUP specializing in all aspects of gold and other precious metals processing and trading. It develops and maintains long-term relationships and offers a wide range of services in those markets. MKS draws from more than 60-years of experience.

Networked through modern communications systems between its various offices worldwide, MKS is closely involved in the latest gold and price developments throughout the world, 24-hours a day. With its direct involvement in the physical precious metals market, and through its subsidiary refinery, PAMP SA, MKS maintains a thorough understanding of the industry, as well as consistently high-quality products and services.

Moreover, the Group is headed by an uncommonly experienced team of precious metals professionals, with over 750 employees worldwide and more than 15 offices on five continents. As the market leader, MKS remains on the pulse of the global gold business, advising the financial services industry on the commodity that lies at the heart of the monetary system.

To reinforce our team in Geneva, we are looking for a proactive and dynamic

## **Marketing content Creator & Media Specialist**

### **MISSION**

The Marketing Content Creator & Media Specialist is responsible for developing and maintaining the company's awareness, public presence, and image. It will present the GROUP companies narrative to the public by managing and shaping its media presence through a variety of media platforms. This requires the use of various forms of content creation to keep both the public and the market informed of the company's activities, along with a certain degree of creativity and ingenuity. The position is also responsible to supervise PR campaigns to help shape a positive image of the group in the media.

### **MAIN ACTIVITIES AND RESPONSIBILITIES**

#### **Precious metal industry-related content production**

- Examine customer needs, research and propose new topics related to their needs
- Collect information from professionals in the precious metals industry and publish their views
- Design the visual look of MKS-related content
- Update MKS-related websites with engaging written content

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An MKS PAMP GROUP Company



### **Media management**

- Maintain MKS's social media presence (Twitter, Facebook, LinkedIn, etc.) with regular updates and develop an audience and follower engagement
- Keep track of customer engagement and report on metrics
- Utilize SEO for MKS-related content
- Distribute marketing content to promote MKS and its products
- Stay up to date on and apply emerging digital marketing trends and social media best practices

### **Public relations**

- Follow up PR campaigns to inform customers about MKS PAMP GROUP related initiatives
- Help craft and maintain a positive image and reputation for the MKS PAMP GROUP

### **ADDITIONAL DUTIES**

- Make suggestions for improvement; bring innovative ideas that help the marketing team develop and transform,
- Effectively promote synergies and ensures coordination and collaboration with other areas of the company,
- Accomplish other duties as assigned.

### **REQUIRED EDUCATION AND EXPERIENCE**

- Bachelor's or master's degree in communications, journalism, media management, or a related field,
- 5 years of work experience in marketing, preferably with experience working in a financial institution.

### **QUALIFICATIONS AND SKILLS**

- Proficiency with Content Management Systems such as WordPress
- Proficiency in design programs such as Adobe Creative Suite
- Well-versed in social media and other digital platforms and experience with social media monitoring, publishing, and reporting tools
- Fact-checking capability
- Leadership skills and high drive
- Ability to work autonomously
- Excellent interpersonal skills and customer orientation
- Agile and flexible mindset, reactive to requests
- Excellent organizational skills and attention to detail
- Ability to interact with colleagues of diverse cultures and to carry out work in gender and diversity-sensitive manner,



- Excellence in written and spoken English and French is required; knowledge of other languages is an asset,
- Swiss or UE citizen or holder of a valid Swiss work permit.

If you recognize yourself in this profile, and would like to join a young, multicultural, motivated and dynamic team with excellent values, we are eager to receive your application.

To apply, please send your full application file (CV, motivation letter, diplomas and work certificates) together with a one-pager on the following topic: "Why and how to invest in gold in 2020". on the following platform: <https://www.jobup.ch/en/jobs/detail/1651638/>