

Do you have an eye for detail? Are you a dynamic person with a passion for the hospitality industry? Have you always wanted to use your creativity and organisational talents to create and develop hotel brands in an international environment? 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 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, Gstaad Palace and The Cambrian Adelboden.

For the Hospitality Positioning & Innovation department, we are looking for a

Hospitality Project & Marketing Specialist (80-100%)

Your areas of responsibility are:

- Co-responsible for the creation and implementation of positioning strategies, innovation projects and rebrandings in the hospitality sector
- Coordination of projects
- Conception and implementation of communication measures and marketing campaigns as well as the creation of concept presentations
- Writing partner briefings
- Support and coordination of external partners (e.g., PR and sales agencies, designers, photographers, copywriters, etc.) and ensuring quality standards
- Assistance with customer enquiries
- General administrative tasks and supporting the person in charge of the Hospitality Positioning & Innovation department

Your Profile

- Higher education degree in the field of hotel business/tourism and/or communication/marketing
- Several years of experience in marketing/communication and/or hotel business/tourism
- A high degree of self-initiative as well as an independent and result-oriented working style
- Preferably knowledge of digital topics and brands as well as brand experience
- A structured, precise, analytical and proactive way of working
- Creativity and an ability to think outside the box
- Adept at formulating a variety of texts in German and English
- Willingness to travel

Our Offer

- In-depth insights and transfer of expertise in the areas of hotel brand development and innovation
- Work in an attractive international environment with well-known hotel brands
- Strong teamwork and flat hierarchies with development opportunities in a family environment
- Based in the Zurich regional office (Partial work in the home office possible upon arrangement)
- Flexible working hours
- 5-day week with 42.5 working hours
- 4 weeks paid holidays and 15 public holidays per year

Are you interested? Then send us your application with a cover letter and CV to fabian@positioner.com.
If you have any questions, please get in touch with fabian@positioner.com.