



## **ISTA is looking for a Marketing & Communication Assistant 50% (4 hours per day)**

The **International Seed Testing Association (ISTA)**, with its Headquarters in Zurich, Switzerland, has a vacancy for the position of a Marketing & Communication Assistant (50%).

ISTA is a non-profit Association under Swiss law. It produces internationally agreed rules for seed sampling and testing, accredits laboratories, promotes research, and disseminates knowledge in seed science and technology. Its membership currently consists of laboratories, personal members and associate members from 83 countries around the world.

Our ideal candidate is a content marketer with demonstrable website writing skills and basic experience with Web Content Management Systems (CMS).

The candidate's duties will include proof-reading, improving, maintaining and publishing quality content to the association website in accordance with ISTA's business goals. The Marketing & Communications Assistant will also support a range of other department activities.

The successful candidate will be expected to oversee all marketing content initiatives to ensure customer engagement, brand consistency and a positive customer experience. This role reports to the MarCom Manager and is situated in Bassersdorf.

### **Responsibilities:**

- Administer and publish engaging quality content on our website
- Edit, proofread and improve writers/contributors posts
- Edit and format a range of documents consistent to ISTA website style
- Liaise with content writers to ensure brand consistency
- Implement the content strategy for usage of the CMS
- Optimise content to ensure an effective Search Engine Optimisation (SEO)
- Ensure legal compliance (e.g. copyright, data privacy topics, data protection)
- Stay informed on developments that will and generate new ideas to draw audience's attention
- Provide support with offline marketing materials (Flyers, brochures etc.)
- Create and format a range of documents, templates and presentations that are consistent with ISTA branding
- Provide support for market research
- Provide support for direct marketing campaigns

### **Requirements:**

- Bachelor degree in marketing, systems technology or related field; digital agency experience is a plus
- Experience in content marketing and with Web Content Management (CMS)
- Excellent English (both speaking and writing), German is a plus, but not mandatory
- Basic technical knowledge of HTML5 and web publishing
- Knowledge of SEO and web traffic metrics
- Professional computer skills in MS office programs (Word, Excel, PowerPoint, Access)
- Proficiency in Photoshop or Illustrator and InDesign
- Attention to detail is essential
- Ability to communicate and work with people from different cultures
- Team oriented



**ISTA**  
Seed Quality Assurance

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If you consider that you meet these requirements, please send your cover letter, resume, and references until 30 September 2018 to [andreas.wais@ista.ch](mailto:andreas.wais@ista.ch)

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