



Interhome is the leading holiday home specialist in Europe. Its portfolio includes around 40,000 holiday homes and apartments in over 20 countries. The offer ranges from simple chalets or apartments to exclusively furnished villas – whether in summer or winter, on the beach, in the countryside or in the city.

For our Swiss business unit, based in **Glattbrugg**, we are looking for a motivated and committed person to start immediately or by arrangement as a

DIGITAL MARKETING SPECIALIST 100% (M/W/D)

We are seeking a skilled and detail-oriented Digital Marketing Specialist to join our team. The ideal candidate will optimize our marketing campaign performance and operational processes using existing systems and data. This role requires collaboration with cross-functional teams to execute marketing campaigns, analyze data for insights, and drive marketing success.

Your responsibilities

- Manage marketing automation platforms, CRM systems, and other tools
- Develop segmentation strategies for personalized campaigns
- Optimize automated workflows to align with business objectives
- Set up campaigns, including email, landing pages, and tracking mechanisms
- Plan, create, test and optimize visuals for Google Display Network and Retargeting ads
- Optimize online campaigns using data-driven strategies
- Drive lead generation aligned with marketing and sales goals
- Continuously seek improvement opportunities and analyze market trends

What you offer

- Completed degree (university / university of applied science / higher technical college) in Marketing, Business or a related field
- Minimum 3 years' experience in marketing operations or a similar role
- English (fluent), German (excellent knowledge)
- Proficiency in marketing automation platforms (e.g., Marketo, HubSpot) and CRM systems (e.g., Salesforce)
- Strong analytical skills and data interpretation abilities
- Excellent organizational and project management skills

Does this exciting and challenging role appeal to you? Then don't hesitate and send us your complete application documents online via the tool.

Interhome
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