



Global Digital Content & Social Media Project Leader – 100%

JOIN OUR TEAM

Founded in Lancaster, Pennsylvania, in 1892, Hamilton creates watches with a unique balance of authenticity and innovation. Its timepieces synchronized the first railroads and kept time for aviation pioneers and U.S. soldiers. A favorite of filmmakers for decades, Hamilton watches have appeared in more than 500 movies, with custom pieces playing a pivotal role in several Hollywood blockbusters. With a continued commitment to craftsmanship and accuracy, Hamilton launched the world's first electric watch in 1957 and the first LED digital watch in 1970. A member of the Swatch Group, the global leader in watch manufacturing and distribution, Hamilton's current collections combine its American spirit with true Swiss precision.

- At Hamilton, we value authenticity and innovation not only in our watches but also in our people. We bring our dedication to excellence and our spirit for adventure to every project.
- Made up of individuals from around the world, our team values people who bring up bold ideas and make them happen. We believe the sky isn't the limit, but merely the beginning.
- Designed for adventurers, pioneers, creators and everyday heroes, our watches do much more than tell time, they tell a story. Join our team and start your Hamilton story!

THE JOB

We are looking for a **Global Digital Content & Social Media Project Leader** to join our international marketing team with previous digital content development and social media management experience. In this position, you will develop and implement content for Hamilton's website, social media platforms and digital communications. Our ideal candidate is a clear communicator who is creative, detail-oriented and dedicated to multi-channel brand message alignment. We have a collaborative and supportive team and value self-starters who aren't afraid to bring bold ideas to the table. If that sounds like you, apply below!

YOUR RESPONSIBILITIES

- Lead content planning and development for all corporate websites in collaboration with internal stakeholders and in alignment with global product launches and marketing plans
- Coordinate production of all digital assets (copy, images, videos and advertising graphics) and digital communications (internal, retailer and end-consumer newsletters)
- Monitor digital presence on market-specific e-stores; implement, localize and customize content when necessary
- Determine a global social media strategy and guidelines that align with digital content for a cohesive brand voice and message plan; maintain constant collaboration with marketing, logistics, sales and customer service teams
- Manage global social media channels (Facebook, Instagram, Twitter, LinkedIn, YouTube, WeChat, Weibo and LINE) to include responsibility for content ideation, planning, creation, approvals and scheduling, as well as reporting and competitor analysis
- Act as community manager for all social media channels; evaluate responses and coordinate engaging and creative activations to consistently improve our communications
- Support local market social media efforts and serve as point of contact and trainer for various online platforms
- Identify social media growth opportunities and organize fresh and innovative campaigns, activations and collaborations



YOUR SKILLS

- University degree in marketing, communications, public relations or related field
- Experience in social media management and digital content development
- Demonstrated skill managing and creating online content for social media and a desire to understand and implement emerging and innovative ideas; experience with social media management platforms such as Sprinklr
- Ability to use Adobe Suite for creative design and adaptation of graphics for social media; website publishing experience with CMS and basic HTML preferred
- Capable of both creative and analytical pursuits; able to provide detailed qualitative and quantitative reports on digital and social media efforts
- Aptitude at working in an international environment and collaborating with a variety of people across markets and disciplines
- Knowledge of watch and/or luxury brand industry; strong interest in lifestyle, fashion, digital trends and culture
- Native English speaker or equivalent proficiency in written and spoken English; French and/or German as additional language preferred

YOUR SPIRIT

At Hamilton, we look for individuals who have set themselves apart with a commitment to excellence and a curious spirit. Successful members of our marketing team have a hands-on personality, as well as excellent communication and organization skills. They develop and implement bold initiatives that strategically balance risk and outcome expectations, and work equally as team players and independent decision makers. The ability to keep an eye on the smallest details while aligning global brand messaging is critical for this position, as is an optimistic, can-do attitude. We bring passion and enthusiasm to every project and value people who work hard to meet their goals. With many opportunities for growth, this role will be both challenging and rewarding for the right candidate.

COMPANY AND APPLICATION

Hamilton International Ltd.

Länggasse 85

2504 Biel/Bienne

<https://www.hamiltonwatch.com/en-ch/careers>