

VACANCY

Digital Marketing Specialist for Audon

Are you keen to help us building a premium plant brand? To further expand the awareness and growth of the Proven Winners® brand in Europe, Audon is looking for a marketing specialist in Switzerland.

About us

Audon is the Swiss holding company of Valkplant and ColorChoice Plants Europe (CCPE).

Valkplant is specialised in finding, testing, protecting, commercially introducing, and promoting new plant varieties and genetics. To do so, we work together with breeders from all over the world and with our network of high-quality plant growers throughout Europe.

ColorChoice Plants holds the rights to use the Proven Winners® brand, the leading global consumer brand for garden plants. CCPE is responsible for the brand development of the shrub segment in Europe.

Valkplant and CCPE are in the Netherlands, as well as the test & show garden filled with the plants you will be helping to promote. The Audon office is in the Nyon region.

What you will do

The digital marketing specialist will be responsible for building, promoting, and expanding the reach of the Proven Winners® brand and other plant brands owned by Valkplant through various channels.

Digital brand promotion and content management

- Create content and visuals for different marketing purposes, including photo, video and text production.
- Manage social media channels across platforms (e.g. Instagram, YouTube, Facebook, LinkedIn).
- Develop and implement campaigns and platform-specific content strategies.
- Content management of the various websites (provenwinner.eu and valkplant.com) and the consumer webshop (provenwinnersplants.com).
- Use AI tools strategically to increase efficiency in content production and distribution.

Commercial analysis

- Monitor plant industry trends on social platforms.
- Assess social media strategy effectiveness.
- Adapt current strategy in line with market trends and seasonality.
- Propose budget optimisations.
- Prepare biannual digital marketing reports.

Supplier & Audience engagement

- Work closely with marketing teams of Proven Winners® partners.
- Identify and create sustainable relationships with top plant influencers.

Key Performance Indicators (KPIs)

- Increase in brand awareness of end-consumer measured in number of followers, website traffic, views and ultimately branded plants sales.
- Use of the available budget in an efficient, timely and strategic manner.
- Forecast accuracy.

Who we look for

We look for someone who is confident, self-motivated, proactive and resilient. You enjoy and are willing to travel for this job.

Qualifications

- Higher professional education in marketing, commercial or a related field.

Essential experience and skills

- Experience working with social media and content creation.
- In-depth knowledge of Google Analytics and SEO & SEA.
- Proficiency with AI tools for text, image and video generation.
- Experience with programmes such as Photoshop, Canva, CapCut, and Adobe Premiere.
- Good Microsoft Office Suite skills.
- Creative and able to create eye-catching content and keen sense of style in writing small texts.
- Good written and verbal communication skills in English.
- Basic accountancy knowledge with analytical and numerical ability.

Desirable experience and skills

- Affinity with garden plants.
- Photography skills.
- Experience with programmes such as Mailchimp, Illustrator, and WordPress.

What we offer

- A varied and challenging job of 40 hours per week (fixed-term contract with intention to permanent employment).
- A competitive salary (depending on education & experience).
- A flat & informal organisation with plenty of room for own ideas and initiatives.
- A job with a clear link to social themes such as greening.
- Career progression to marketing manager.

Start date

Immediately or by agreement.

What to do next

Send your CV and cover letter to karen@vdpoel.ch. To stand out and illustrate your skills, you can also send us an example of relevant content you have produced. For questions and more information, please contact Karen van der Poel (PA to the owner) on +41 79 286 43 95.

Acquisition in response to this advertisement is not appreciated.