

# CLINIQUE LA PRAIRIE

SWITZERLAND

## CLINIQUE LA PRAIRIE THE ART & SCIENCE OF LIFE

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Award-winning spa-clinic, leader in longevity since 1931, **Clinique La Prairie** offers the most advanced health and wellness programs, in absolute luxury. We help our guests to know what is going on inside, reset and leave with a whole new set of healthy habits to take home.

Our exclusive holistic approach combines leading preventative medicine and wellbeing with bespoke lifestyle and nutrition plans, led by 50 medical specialists and a team of holistic experts. You can expect the most complete regenerating and detox experiences, exceptional diagnostics, innovative sciences and technologies and a highly stimulating environment to re-energize.

Clinique La Prairie's commitment is to help and inspire our guests to live a healthier, longer and better life.

Our holistic approach to medical wellbeing uses a combination of progressive medical expertise, internationally trained SPA therapists and an exciting collection of traditional and alternative philosophies. All our programs are built on our 4 pillars for longevity: MEDICAL CARE, NUTRITION, MOVEMENT and WELLBEING.

We are looking to recruit our new

### Digital Marketing & CRM Manager

#### Missions

- Lead all activities, updates and optimization of Clinique La Prairie websites, e-commerce and digital projects.
- Plan, develop and implement content on our 3 websites (wellness, medical and ecommerce)
  - Create strategic contents that promote products and programs to drive qualified traffic, and that position us effectively against competition. Manage CMS, including translations.
  - Ensure up-to-date, brand-appropriate websites copy. Liaise with appropriate marketing, medspa and medical colleagues to update the websites regularly.
  - Continuously improve the usability of the websites to increase direct digital bookings and leads.
  - Implement e-commerce strategies
- Lead SEO and SEM: development and implementation of multi-lever leads generation strategies, definition of messages and formats, implement Google search and display ad campaigns
- Drive performance: measure the effectiveness of actions and react accordingly to optimize campaigns and tools
- Manage agencies to deliver quality digital services and manage costs to a defined budget
- Participate to the 360° new products launches, lead and implement the agreed digital activation
- CRM:
  - Be the key marketing user for CRM (our tool is Microsoft CRM) and ensure practices for a clean and updated CRM in collaboration with reservations and guests relations teams
  - Analyze metrics, conversion rates, database to propose actions that drive leads and create clients' clusters for targeted CRM campaigns
  - Create campaigns using the email marketing platform
  - Improve the CRM marketing strategy and tools
- Project management: setting up schedules, managing budgets, delivering monthly performance reports

- Liaise closely with the Digital Media Specialist to coordinate digital actions and strategic content across all digital and communications channels
- Mentor digital teams of Clinique La Prairie hubs in the world to ensure brand compliance and image
- Keep informed and share digital trends and competitive strategies to drive continuous improvement

**Start date :** 1<sup>st</sup> October 2021, or to be discussed

**Profile :**

- Bachelor's degree in Digital Marketing, Information Technology or similar
- Min 4 years of experience in an all-rounder digital marketing lead role, preferably in the luxury sector
- Experience in SEM and in leveraging content/actions for lead generation
- Strong design and branding affinity
- Efficiency in leveraging technology and data as a means to perform
- Strong tech background with experience using CMS and CRM
- Proficient in Google Suite, experience with web analytics / BI Tools
- Nice-to-have : working knowledge of Graphic Design software, basic abilities for web-development
- Multi-tasking and excellent organization skills, strong project management and stakeholder management skills
- Must be able to work in a high-pace operation
- Usual basic computer skills: Excel, Word, Power Point, Outlook
- Excellent French and English written and verbal communication skills. German and/or Spanish is a plus

If you are this person, please join us!

You can send your application file to [talent@laprairie.ch](mailto:talent@laprairie.ch) our recruitment team will contact you as soon as possible.

Clinique La Prairie  
Human Ressources Team