



easyFairs Switzerland GmbH

Le Grand-Saconnex

Yesterday

Marketing Coordinator Tradefairs (f/m/d)

 17 August 2026

 100%

 Permanent position

 German (Basic knowledge), English (Fluent), French (Fluent)

 **Route François Peyrot 30, 1218 Le Grand-Saconnex**

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Skills

B2B

Communication

creativity

Marketing

Social Media

Video

Wordpress

You are a great fit for this position.



Your experience with this ...



The degree in Economics ...



Improve this skill to achieve a ...

**Is this job the right
fit for you?**

About the job

Visit the future with Easyfairs

As one of the fastest-growing event companies in the world, we organize more than 200 events annually across over a dozen European countries. We create unique networking and business platforms, both live and online, 365 days a year. Join us on our journey to become the exhibition organizer of the future!

We are currently looking for a full-time (40 hours/week), permanent team member for our office in Geneva:

Marketing Coordinator Tradefairs (f/m/d)

We offer you an exciting and varied role in trade fair marketing. As a Marketing Coordinator, you will coordinate the implementation of the 360-degree marketing plan for our trade fair and take on both administrative and marketing-related tasks.

As a team player, you'll work with the team to achieve our marketing goals and enhance the customer experience both before and during the events. If you enjoy working creatively, have strong communication skills, and are passionate about industrial topics, we would love to hear from you.

Your tasks:

- Develop and implement a targeted content strategy for our trade fair in close collaboration with the Head of Event
- Design and create target group-oriented content for digital communication across e-mail, website, and social media channels
- Plan, coordinate, and execute e-mail marketing campaigns to win exhibitors and visitors
- Manage, update, and further develop the website's content and technical aspects in collaboration with the Head of Event and external suppliers
- Support the implementation and optimisation of the SEO/SEA strategy together with the Head of Event and an external supplier
- Manage the event's social media activities, including content planning, copywriting, posting, and performance follow-up
- Support digital marketing campaigns, media planning, and the execution of advertising and media partnerships
- Manage partnership agreements with event partners, including ongoing relationship management and ensuring the delivery of agreed services
- Coordinate the production of marketing materials and campaign assets for online and offline use
- Support the sales team throughout the entire process of attracting and managing exhibitors
- Provide operational marketing support before, during, and after the event, including on-site content creation
- Support the sale team throughout the entire process of attracting and managing exhibitors

Your Profile:

- Successfully completed vocational training or a degree in Marketing, Social Media, Multimedia or a comparable qualification
- Initial relevant professional experience, ideally within the events, exhibitions, congress, or high precision industry (watch making, micro technology, medtech etc.)
- Creativity and enthusiasm for developing new concepts and independently bringing them to life
- Strong interest in campaign creation for B2B events
- Excellent communication, presentation, and social media skills
- High level of commitment, attention to detail, organizational skills, and a structured approach to work
- Experience working with content management systems, preferably WordPress
- Ideally, you will have experience in producing business videos, from editing right through to finalisation
- Reliable and professional in dealing with internal and external stakeholders
- Excellent written and spoken French and English language skills, German language would be a plus

What we offer:

- **Day-to-day work** – A varied, meaningful and responsible role in an international environment
- **Working environment** – A highly motivated, dynamic, international team that enjoys their work, with an excellent working atmosphere throughout the Easyfairs Group
- **Team spirit** – A culture of constructive feedback, openness and quick decision-making, numerous company events and incentives
- **Working conditions** – Mobile, flexible workspaces, home office and remote working, 30 days' holiday and flexible working hours
- **Well-being** – Modern and ergonomic workspaces in the office
- **Professional development** – We support both professional and personal development through a comprehensive training and development programme

Interested?

We look forward to receiving your application in PDF format, including your availability and salary expectations, via our careers page.

Your specialist contact:

Alexandre Catton, Head of Cluster

☎0041 61 228 1023

Your contact for HR matters:

Nicole Risse, HR Coordinator

☎0049 89 127 165 124

Contact



Nicole Risse

☎ +49 89 127165124

About the company



easyFairs Switzerland GmbH

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[See company profile](#)



Industry unspecified



11 - 20 employees



2.jobs

<https://www.easyfairs.com> 