

CertX is the first Swiss

functional safety, artificial intelligence and cyber security certification body

with an accreditation by the Swiss Accreditation Service. We deliver inspections and certifications for products and management systems, as well as training and consulting services. We support renowned clients in Europe and worldwide with top class expertise in cyber security, functional safety and artificial intelligence.

We are looking to strengthen our cybersecurity team in our office in Fribourg, Switzerland, close to Bern, Lausanne and the alps with a passionate marketing expert to join us as part of the CertX management team:

Head of Marketing and Demand Generation

Key Responsibilities of the Role:

- Be the CertX Management Team member responsible for marketing and demand generation
- Represent CertX in digital and “classical” marketing channels
- Build and execute a systematic marketing & communication strategy for CertX
- Increase the brand awareness of CertX and its services
- Increase the incoming demand requests (via digital and classical channels)
- Approach potential clients and identify project opportunities with them
- Report to and advise the CEO on all Marketing topics

Educational / Professional Experience:

- Completed studies in marketing or similar field, or equivalent relevant work experience
- A technical background and/or personal passion for security, informatics, telecommunications, electrical engineering or similar sciences is a big plus
- **Demonstrated successful experience in setting up and executing a marketing strategy in a fast-paced environment (e.g. startups, scale-ups)**
- Min. 3-5 years’ professional experience
- Proficient English Language skills, add. Skills in German or French are a big plus

Key Competencies:

- Ability to unlock business growth with a spirit of entrepreneurship, and a hands-on mentality to getting things done
- Being a self-starter who is keen to grow, develop and make a mark in our organization, and the broader world of AI
- Passionate about creating and maintaining customer relationships and driving customer-centricity in the team

Job Location:

- Preferably in the HQ in Fribourg close to Berne, optional in our subsidiary in Memmingen (Bavaria)
- Travel to events and meetings as required (est. 20% of the time)
- Remote work to a wide extent possible but must connect well with the teams on both sites also by physical presence.



FIRST SWISS

Functional safety and
cyber security certification body

If you are interested, we are happy to receive your application including your CV and your salary request at info@certx.com. CertX is an equal opportunity employer. We welcome all applications irrespective of gender, age, race or religion and ensure equal and fair treatment for all applicants.

