



SOLARIMPULSE FOUNDATION

DIGITAL CONTENT & CAMPAIGN SPECIALIST POSITION:

Entity: Solar Impulse Foundation
Department: Digital team
Years of Experience: min 2 years
Rate of Employment: 100%

Start Date: September 2019
Duration: open-ended
Location: Lausanne, Switzerland
Remuneration: to be discussed

Context:

Following the first-ever round-the-world flight in a zero-fuel solar airplane, the Solar Impulse Foundation, chaired by Bertrand Piccard (pilot and initiator of the project), has created a World Alliance for Efficient Solutions that seeks to federate all the actors (companies, startups, investors, associations) from the cleantech and sustainability environment. The role of the World Alliance is to encourage the implementation of concrete efficient solutions worldwide, in order to help governments, reach their health and environmental targets. The first action of the World Alliance has been to label as "Efficient" 1000 solutions developed by its Members. The labelling process is based on the insights from independent experts that assess the feasibility, the environmental and socio-economic benefits and the profitability of the solutions that are submitted. The goal is to bring a portfolio of products, processes and services available today that can reconcile economy and ecology to key decision makers to encourage them to adopt more ambitious target when it comes to tackling climate change.

Duties overview:

As member of the digital team and reporting to the Head of Digital, the Digital Content & Campaign Specialist will handle the following tasks:

- **Digital Content**
 - Manage website content: write new website pages, landing pages, articles, etc.
 - Work on the design and content development with the help of the Lead Developer and UX/UI Developer
 - Continue the Solar Impulse Foundation website SEO strategy by analyzing our keywords environment and target new opportunities
- **Digital Campaigns**
 - Create campaigns in order to generate leads
 - Propose A/B test on web pages to optimize experience and conversation rate
 - Manage our Google Ads account
 - Manage Social Media promotions (Facebook, Instagram, LinkedIn, Twitter)
 - Help the team to improve Marketing Automation
- **Data Report**
 - Set in place tools to understand user behavior
 - Create report on digital campaigns
 - Create weekly/monthly report on users visits and behaviors.



SOLARIMPULSE FOUNDATION

Requirements:

- You are an autonomous, flexible, analytics and tech-curious person
- Fluent in English and French
- Strong written and verbal communication skills
- You are passionate about the latest digital trends
- You have excellent computer skills
- Good knowledge in SEO is required
- You have track records of campaigns on Google Ads, Facebook, LinkedIn, Twitter and Instagram
- You know best practice in campaign optimization and retargeting
- Any experience in using SEMRush, Google Analytics, Google Tag Manager, Search Console, Hubspot and Hotjar is a plus
- Any knowledge with CMS, HTML5, CSS3 is a plus
- Any experience with marketing automation is a plus
- Knowledge in using Photoshop and Sketch a plus
- Excellent critical thinking/problem solving skills

***To apply, please send CV and a short cover letter to
job@solarimpulse.com***