



the strong connection

The Flooring Systems division offers a broad and attractive range of environmentally friendly natural linoleum, high-quality vinyl floors, entrance matting systems for cleaning and drying shoes, carpet tiles, needle felt, and Flotex, the washable high-tech textile flooring. Thanks to their excellent technical properties and attractive design, these flooring products are invariably the first choice for public buildings, department stores, hospitals, and other healthcare facilities, schools, libraries, commercial and office spaces, leisure centers, shops, hotels, restaurants, and cafeterias as well as for applications in the residential market. With a market share of about 70 percent, Forbo is the world leader in linoleum.

Flooring Systems also provides ready-made adhesives for floor covering installations, parquet flooring, and ceramic tiles, leveling compounds for the construction industry as well as liquid floors under the trade name Eurocol.

To strengthen our Marketing team at our Giubiasco (TI) site, we are looking for a dynamic and motivated individual for the position of Marketing Assistant.

In your role you will support Marketing Switzerland in planning and executing campaigns and marketing activities, contributing to the company's visibility and sales development in the Swiss market.

You will work closely with the Marketing Manager CH, Global Marketing, and the Sales team, supporting initiatives that strengthen brand presence, generate leads, and successfully launch new products.

Marketing Assistant 50%

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Key Responsibilities:

- Support Sales with targeted marketing activities aimed at floor layers, architects, and other stakeholders
- Manage lead generation activities
- Support the planning and coordination of product launches
- Organize and coordinate trade fairs and industry events
- Maintain and develop the online presence (website, SEO/SEA, digital campaigns)
- Manage relationships with trade media and specialized press
- Ensure the availability and monitoring of marketing samples and POS materials
- Support media planning and promotional activities
- Ensure efficient cost management of marketing activities
- Availability for business travel within Switzerland, particularly to the German-speaking regions

Your profile:

- Technical (construction-related) or commercial education
- Further education in marketing is an advantage
- 2–3 years of experience in a marketing role
- Understanding of sales processes, ideally for technical products
- Strong communication skills with different target groups (craftsmen, architects, project owners)
- Fluent in German and English (English is the corporate language)
- Italian is a plus
- Good MS Office skills; SAP knowledge is an advantage

We Offer:

- A dynamic and international working environment
- Integration into a professional and motivated team
- Modern and competitive social benefits
- Opportunities for continuous professional development