

Alliance Consulting has stood out for nearly 25 years as a trusted partner dedicated to supporting its Clients' growth, both in terms of optimizing their organization and developing their business.

Our Client is a watchmaking company with several manufactures.

To support the communication accompanying each launch, we are seeking a

Creative Content Manager

You will be responsible for defining, creating, and supervising global and innovative communication campaigns to strengthen the brand's image and desirability. You will lead the medium- and long-term content strategy, ensuring that every creative asset is consistent, engaging, and adapted to a multichannel ecosystem (print, digital, social, retail, events).

Your key role will be to guarantee brand identity consistency on an international scale, while addressing local needs through distinctive and impactful creative content.

Your main responsibilities:

- Define and drive the creative content strategy in alignment with global and local marketing objectives (short-, medium-, and long-term).
- Develop integrated creative concepts for 360° campaigns (online and offline).
- Oversee the creation and adaptation of visual and editorial content tailored to different channels and audiences.
- Manage and challenge external partners (agencies, photographers, designers, directors) to ensure the highest level of quality and consistency with brand codes.
- Supervise photo and video shoots as well as post-production, ensuring asset optimization across all touchpoints.
- Collaborate closely with internal teams (design, digital, trade, media, PR, retail) to guarantee a holistic and consistent campaign approach.
- Identify and leverage new creative opportunities by drawing inspiration from cultural, artistic, and digital trends.
- Ensure rigorous project management: adherence to timelines, budgets, and creative standards.
- Anticipate risks and propose proactive solutions to secure the success of campaigns.

Profile required:

7+ years of experience in content management or creative direction, ideally within a creative agency or an international team.

University degree in marketing, communication, advertising, graphic design, or equivalent experience.

Fluent in English; any additional language is an asset.

Excellent skills in content strategy, art direction, and storytelling.

Strong attention to detail and a deep understanding of luxury codes and premium aesthetics.

What we offer:

A prestigious and stimulating work environment.

A transversal role within a passionate team.

A unique opportunity to contribute to recurring innovations.

Location: Vaud – **Reference:** CCM402 – **Contact:** contact@alliance-consulting.ch

We thank you in advance for sending us your CV, which we will treat with the utmost confidentiality.