



Triumph is one of the world's largest intimate apparel companies. It enjoys a presence in over 80 countries with the core brands Triumph® and sloggi®. Globally, the company serves 20,000 wholesale customers and sells its products in more than 2,300 controlled points of sale as well as via several own online shops. The Triumph Group is a member of the amfori Business Social Compliance Initiative (amfori BSCI).

Learn more about Triumph on:

www.triumph.com

[www.facebook.com/ Triumph /](https://www.facebook.com/Triumph/)

[www.instagram.com/ Triumph /](https://www.instagram.com/Triumph/)

[www.linkedin.com/company/ triumph-international/](https://www.linkedin.com/company/triumph-international/)

Our Online Marketing E-Commerce Europe Department in Bad Zurzach (Switzerland) is looking for a

SEO Content Specialist (m/f) (100%)

You will be part of the online marketing team within our E-Commerce organization that focuses on ensuring our brands Triumph® and sloggi® are well positioned online.

The primary responsibility for this role is to coordinate the conception and implementation of content projects for our European Triumph® and sloggi® online shops.

You will develop new content ideas which engage our core audience, and which are suited to an international environment, closely cooperating with our internal Content, PR, and Brand Marketing departments to put your measures into practice.

This is your chance to improve your career and help build a new capability for Triumph® and sloggi® in a highly competitive industry.

Your Responsibilities:

- Conception and implementation of content projects on our web shops, for both Triumph and sloggi brands
- Creation of SEO optimized content with internal and external content creators focusing on proofreading, editing, optimizing, and preparing content for publishing

- Leveraging of various tools for efficient and well-ranked content creation (e.g., NLP, NLG, SEO analysis and Keyword tools)
- Analysis of content performance data to drive insights and new growth opportunities
- Close cooperation with different stakeholders and focus on customer demands, topic definition and content optimization
- Creation of thoughtful, actionable reports for internal stakeholders

Your ideal profile:

- Bachelor's degree in Marketing, Business Administration or related field required, MBA is a plus
- 2+ years experience as a content creator and/or SEO specialist with a brand, a content creation or SEO agency, or a major pure player, preferably in the fashion industry
- Good experience with Search Engine Optimization (SEO) content management systems (CMS), preferably Salesforce Page Designer or Wordpress
- Solution-oriented and structured mind-set, with a real passion for getting people engaged with the content you're publishing
- Ability to balance multiple projects in a fast-paced environment
- Excellent writing/orthography skills in English, German knowledge is a strong plus

We offer:

You will never walk alone

*As a family owned business with more than 15 years of experience, Triumph embraces diversity throughout our global organization. Currently, our offices are present in over 40 countries across Europe and Asia, from Norway to Morocco and Australia, having many international teams collaborate together every day. Guiding our corporate behaviours are **respect and value** for our employees, but also **Collaboration** as one of our key Corporate Competencies, being a core part of our every day working environment.*

Make a Difference, together

The future belongs to our children. At Triumph, we want to be proud of our commitment to building a sustainable society and protecting the environment, and we work everyday to ensure our products are manufactured in a sustainable way. This is our vision: We want to be a company that is characterized by responsible leadership and consideration for future generations and that cares for the legacy that we leave behind to our children.

Putting People at the centre

At Triumph we are committed to our employees, they represent the foundation for our success. This means that as a company, we are driven to offer great career opportunities in a dynamic fast-paced organization. Our HR function across the globe strives to support our employees in their development, through our Triumph Learning Academy

We continuously strive to recruit new talent, offering them one of the textile industry's most international working environments, excellent conditions and great development opportunities in a company still owned and managed by the founding families. Our headquarters employs people from more than 30 nationalities and as a European company, we are present in many key markets in Europe, like Germany, Italy, France and growing in Eastern Europe. We are proud to have become one of the leading players in Asia very early on, in countries like Japan, China and Singapore, as well as being an employer that people aspire to work for. As a company serving women, we fundamentally believe in gender equality and diversity. Women make up more than 50% of our company's workforce. In the last years, we have had a specific and successful drive to increase the number of women in management.

Triumph is committed to employing a diverse workforce. Qualified applicants will receive consideration without regard to race, colour, religion, sex, national origin, age, sexual orientation, gender identity, gender expression, veteran status, or disability.

If you are seeking a great opportunity to develop your career, please send us your CV in English by clicking on Apply.