



# Digital Communications Officer

Experience level : **Intermediate**

Entity : **Bank Syz**

Office : **Geneva**

If you are passionate about meeting client needs, want to challenge the status quo and be part of an innovative environment and future, the Syz Group can bring you what you are looking for. Working at Syz takes a blend of collaboration, entrepreneurial spirit and willingness to pull together. In return for your talent and dedication, you can expect a fast-paced, stimulating work environment, a flat hierarchy with direct access to senior leaders, a culture hungry for innovation and the opportunity for your voice to be heard and your ideas to be listened to.

This is an exciting opportunity for a highly motivated individual to shape the digital presence of a leading private bank, driving innovation and impactful communication strategies that strengthen client engagement and brand visibility.

## Job summary:

The Digital Communications Officer will play a pivotal role in shaping and executing the digital communication strategy for the bank. Reporting to the Head of Communications, this position will oversee the bank's digital platforms, including the redesign and optimisation of the website and investment blog, ensuring the bank's brand and values are effectively communicated across all digital touchpoints and digital channels are used as a source for new business (lead generation and nurturing). The ideal candidate will bring creativity, strategic thinking, and a hands-on approach to delivering impactful digital campaigns and initiatives that resonate with clients and stakeholders.

**Location:** Geneva

**Reports to:** Head of Communications

## Key responsibilities

### Special project : lead the complete lifecycle of the website's redesign and optimisation, including:

- Conducting initial stakeholder consultations to gather requirements and insights
- Defining the website's objectives, user experience (UX) strategy, and core functionalities
- Collaborating with external agencies and internal IT teams to create wireframes, prototypes, and design concepts
- Overseeing the content migration process, ensuring consistency and adherence to brand guidelines
- Managing timelines, deliverables, and budgets throughout the redesign process
- Testing and troubleshooting to ensure optimal performance, security, and user experience post-launch
- Continuously monitoring and analysing website performance, implementing ongoing updates and improvements.

### Digital strategy development and execution:

- Develop and implement a comprehensive digital marketing and communication roadmap aligned with the bank's overarching strategy
- Manage and oversee the bank's digital channels, including LinkedIn, Instagram, blog, website, intranet, newsletter, client app, digital campaigns, and SEO/SEM initiatives
- Track and analyse key performance indicators (KPIs) to assess the impact of digital communication activities and provide data-driven recommendations for optimization
- Stay informed on industry trends, emerging technologies, and best practices to drive continuous improvement across digital initiatives
- Ensure functional and tactical updates for all digital platforms and tools.

### Digital content strategy and planning:

- Collaborate with the Head of Communications to craft and advance content strategies for all digital platforms
- Manage content planning and editorial calendar development in Monday.com
- Lead the creation and execution of innovative, targeted digital campaigns to attract and engage high-value clients. Analyse and optimise customer journeys and related content to maximise lead generation and conversion
- Communicate the bank's brand values and unique selling points effectively across digital channels
- Manage and update the intranet homepage, ensuring content remains current and relevant.

**Cross-functional collaboration and budget management:**

- Work closely with cross-functional teams to ensure seamless integration of digital initiatives.
- Oversee the digital marketing and communication budget, ensuring efficient resource allocation and maximizing return on investment
- Ensure all digital communication activities comply with legal and industry standards
- Cultivate and maintain strong relationships with external agencies to enhance the effectiveness of digital marketing and communication services.
- Contribute, time permitting, to all activities of the communication department, to ensure proper team spirit and collaboration
- This includes potential support to investment communication publications, PR, advertising campaigns, internal communication activities, etc.

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## Your profile

**Professional experience & competencies:**

- Proven experience of minimum 4-5 years in digital communications, digital marketing, or a related field, ideally within financial services or a similar industry
- Expertise in managing and optimising digital platforms, including websites, social media, and newsletters
- Strong understanding of SEO/SEM practices, analytics tools, and digital campaign performance tracking. Former experience in "e-commerce" or digital business development initiatives is a strong advantage
- Exceptional project management skills, with a track record of leading website redesigns and building content platforms from the ground up
- Budget management experience with a focus on maximizing ROI
- Creative and strategic thinker with a keen ability to craft engaging, client-focused digital content
- Excellent collaboration and interpersonal skills, with experience working across teams and managing external vendors
- Detail-oriented, proactive, and adaptable to a fast-paced, dynamic environment
- Strong organization and planning
- Curious, creative, and agile mind with a proactive attitude
- A team player with a customer-oriented approach

**Personal competencies:**

- Creative and strategic thinker with a keen ability to craft engaging, client-focused digital content
- Excellent collaboration and interpersonal skills, with experience working across teams and managing external vendors
- Detail-oriented, proactive, and adaptable to a fast-paced, dynamic environment
- Strong organization and planning

- Curious, creative, and agile mind with a proactive attitude
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**Language requirements:**

- Native English speaker: proficiency in French or German is a strong advantage
- Proficiency in analytics tools (e.g., Google Analytics), content management systems (CMS), and digital marketing platforms

**IT skills:**

- Proficiency in analytics tools (e.g., Google Analytics), content management systems (CMS), and digital marketing platforms

**Education:**

- Master's degree in marketing or communication

