

Zürich, 28.8.2012

## We are hiring

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Naissance Capital, a Swiss investment boutique, identifies outstanding niche investments, is responsible for fundraising and delivers promotional support. Leading institutional investors and family offices count amongst our clients.

In connection with our initiative "Wirtschaftswunder Schweiz" in association with NZZ and various Sponsors like ABB, Nestlé etc. we are looking for a

## Marketing Coordinator (60-100%)

The Book "Wirtschaftswunder Schweiz" (2012) was written by James R. Breiding (owner of Naissance Capital) and Gerhard Schwarz. In April it became the most popular non-fiction book in German-speaking Switzerland and an English version (Profile Books / The Economist) will be published in fall, with French (Slatkine), Chinese (Citic Press) editions and possibly other languages to follow. The project meanwhile enjoys the support of many of Switzerland's leading companies, entrepreneurs, government agencies, trade associations and foundations. As a result of the overwhelming interest, we are seeking someone to help organize and execute further initiatives designed to expand the awareness of Swiss industrial and entrepreneurial achievement.

## Your role

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- Define a clear, coherent and doable overall marketing strategy
- Raise money among existing and new sponsors to fund your salary and new initiatives (all existing initiatives fully funded)
- Execute individual measures, largely by recruiting the right partners
- Keep supporters informed of achievements – exceed their expectations

## Your profile

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- Engagement – i.e. motivated self-starter, enthusiastic, keen to make a meaningful impact
- Fluency in English and German
- Strong organizational talent
- Result orientation combined with multitasking and problem solving abilities
- Good interpersonal skills – team player
- Computer skills e.g. MS Office

## Current projects

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- Social Media Project “Mein Bild der Schweiz” together with Google
- Podium discussion at Fondation Beyeler in Basel with Dr. Daniel Vasella (Chairman Novartis), Dr Jürg Witmer (Chairman Clariant & Givaudon) and Hans-Jörg Wyss (Chairman Synthes) with similar events in other cities (e.g. Zürich, Singapore, Shanghai, Boston) to follow up
- Lindt & Sprüngli chocolate promotion
- Collaboration with Swiss Airlines
- Swiss Chinese Chamber of commerce event

## What's in it for you

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- Identify with, motivated by cause
- Able to make important impact
- Work in a small team with high flexibility
- Develop relationships with some of Switzerland's most influential people
- Attractive performance oriented remuneration
- Opportunity to work on other Naissance projects (e.g. Frontier Markets Fund launch)

## Please apply

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We offer first-hand experience in interesting projects that have a real impact. Our work climate is very international, entrepreneurial and offers a high degree of autonomy as well as responsibility. Prestigious companies support the initiative, which gives you the opportunity to get introduced to high-level relationships (potential job leads). Furthermore you will have the ability to make an impact and oversee project to completion.

For further information please visit our site: [www.wirtschaftswunder-schweiz.ch](http://www.wirtschaftswunder-schweiz.ch)

Interested? Please send your application documents to:

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