



About us

FKG Dentaire Sàrl – a Henry Schein company - is at the forefront in the development, manufacturing and distribution of high precision dental products for dentists, endodontists and laboratories. Our mission is to strive to innovate new ways of working: more respectful, more efficient, more agile, more ergonomic, and safer - serving new generations, promoting new visions of life, for us, for you, and for your patients. For nearly a century, we have been constantly reinventing what we thought we knew. We are committed to developing a culture of performance by promoting equity, loyalty and respect.

We embrace change, the kind that empowers endo to Change the game. Our mission is to make endodontics safe and easy through innovative, high-quality and less invasive solutions

To complete our Marketing Team, we are looking for a

Marketing Coordinator

Role mission

We are looking for a highly motivated marketer that can drive consistent, high-quality marketing communications for the HS Endodontics portfolio of brands across international markets, ensuring strong brand visibility, coherence, and effective execution. The role is responsible for optimizing communication budgets, delivering impactful marketing assets, organizing and attending events and congresses, creating media plans and coordinating with internal teams, and external partners to support product launches, commercial activities, and overall growth for all of our endodontic brands.

Your responsibilities

Marketing Strategy & Budget Management

- Support the development of marketing communication strategies and channel budget allocation for the HS Endodontics portfolio of brands
- Manage the marketing budget dedicated to communication channels, excluding digital marketing, which is led by the digital marketing team
- Create and implement international and local print and digital media plans, including budget ownership, price negotiations, etc

Events, Workshops, Congresses & Trade Fairs

- Plan and organize the company's presence at trade fairs and congresses (event selection, objectives, budget, booth/stand, participating brands, attendees, visuals, equipment, transport, hotels, restaurants, etc.) in collaboration with key stakeholders (marketing team, BDMs, distributors, KOLs, etc.)
- Organize internal Henry Schein Endodontics events in collaboration with the endodontics leadership team, distributors, KOLs, and large customer groups
- Manage promotional items (needs assessment, budget management, offers, and creation)
- Support the organization of events for the Swiss Endo Academy and the INT_ENDO Academy (invitations, equipment, transport, hotels, restaurants)
- Coordinate the loan of endodontic equipment (requirements, stock management, dispatch, and receipt)



Marketing Assets & Brand Management

- Manage operational communications, including validating, printing, and distributing marketing materials (brochures, press releases, roll-up banners, protocol cards, battle cards, packaging, etc.)
- Create and adapt marketing assets to different sizes and formats to ensure fast turnaround for magazines, social media, events, congresses, and other communication channels
- Support Product Management in the creation of marketing materials (logos, product images, packaging, brochures, advertisements, roll-up banners, battle cards, protocol cards, etc.)
- Support the development and implementation of Brand Guidelines across distributors and countries
- Manage translations of marketing materials into five key languages (French, Italian, German, Spanish, and Portuguese), in collaboration with external translation agencies or AI tools

Corporate, Customer & Commercial Support

- Contribute to FKG Dentaire's corporate and internal communications (stationery, business cards, FKGzine, FKG calendar)
- Support customer service activities, including visuals, translations, images, and the creation and validation of marketing support materials
- Manage sponsorship requests (budget, criteria, validation, and FKG visibility)

Additional Responsibilities

- Coordinate projects with internal departments (e.g. product launches, promotional campaigns) and external service providers (communication agencies, printers, stand designers, etc.)
- Take on additional marketing-related projects as needed

Your profile

Education requirements

- Bachelor's degree in marketing/communication/business or equivalent

Specific knowledge and required experience

- Minimum 5 years of experience in a similar role and/or field.
- Proficiency in Microsoft Office, Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.), and Canva.
- Proven experience organizing events and managing company presence at congresses or trade shows.
- Strong expertise in digital content creation and publication tools (social media platforms, CMS, email marketing tools, etc.).
- Excellent negotiation skills, particularly with media, suppliers, and service providers.
- Experience leading and launching marketing campaigns across multiple channels.
- Fluent spoken and written French and English, additional languages are a plus (German, Spanish).

Other competencies

- Good listening and observation skills
- Creativity and curiosity
- Excellent organizational skills
- Good communication and interpersonal skills
- Team oriented



We offer

- A stimulating and dynamic work environment at the cutting edge of industrial automation
- Opportunities for professional development and career advancement
- A collaborative and inclusive corporate culture that values innovation and teamwork
- Attractive benefits (free parking place, home office, flexible work hours, minimum 5 weeks' vacation, health insurance participation)

Entry into function : Immediately or to be agreed

If you recognize yourself in this job description, are dynamic and interested in taking on challenges in a growing company, then we look forward to receiving your full application at: rh@fkg.ch.

We look forward to discovering your talent and discussing how you can contribute to our success!