

## MARKETING COMMUNICATIONS MANAGER

**Region:** France  
**Office Location:** Paris  
**Division:** Marketing  
**Reporting to:** VP Marketing  
**Position:** Marketing Communications Manager  
**Indicative Start Date:** September 09  
**Contract:** Temporary (12-month CDD)

### Position Summary and Primary Objectives

Complete responsibility for all marketing communication activities:

- Press and Analyst Relations
- Event management
- Marketing & lead generation campaign management
- Copy writing for PRs, datasheets, website, newsletters, etc.
- Budget management

### Main Duties / Key Accountabilities

- PR & AR coordination with PR agencies in France and the US: PR strategy & messages, Press Release content, media interviews, analyst briefings, awards, speaking opportunities
- Events strategy management: Event identification, management, etc.
- Marketing campaign management (By segment, by partner, by theme, by product)
- Positioning, branding & communication: project and deliverables coordination
- Partner co-marketing support
- Content development for PRs, datasheets/case studies, website, newsletters, event alerts
- Control tools: budget, dashboard & marketing scorecard

### Key figures and objectives

- Leverage marketing communications to facilitate sales and meet company business objectives

### Education, Training and Experience

Bachelor's degree or similar in communication and marketing with a minimum of 5 years' experience in all (or most) aspects of B-to-B marketing communications

### Personal Attributes and Skills Required

- Organizational skills
- Perfectly fluent in English
- Proficient in English copy writing and editing
- Communication skills

This position offers an excellent opportunity for an individual that is willing to learn and progress within the new Network Intelligence field. The successful candidate will be given the opportunity to develop new technical and personal skills.