

## **JOB DESCRIPTION :      Marketing Manager**

**Main role: Marketing Manager's mission is to ensure the development and implementation of the marketing strategy in the US**

### **Mission:**

- ✓ Provide Marketing support to US Managing Director and US Sales team to build brand awareness, product credibility and grow sales in the US as a result.
- ✓ Ensure close collaboration with other Chemica Marketing team members overseas

### **Strategic & operational Marketing:**

- Benchmark US market trends and needs and report back to US Managing Director
- Analyze products, ranges performance and provide recommendations on US product offering in collaboration with US team.
- Follow development of new products with Chemica France
- Work with US Director on annual Marketing plans, and ensure efficient launches on US market
- Benchmark marketing activity performance and report about it (Newsletters, trade shows...)
- Ensure local adaptation of Chemica Marketing tools and develop local tools when required (catalogues, technical data sheets...)

### **Digital & Social media:**

- ✓ Work with US Director and US Sales team on the annual Digital & Social Media plan by ensuring Social Media strategy is properly implemented and in line with Chemica Sales strategy
- ✓ Feed Chemica US website in line with new trends
- ✓ Ensure brand awareness development by optimizing SEO, SEA, working on identifying and developing relationships with influencers

## **REQUESTED SKILLS:**

- ✓ Competence in multi-project management and planning
- ✓ Very good writing skills
- ✓ Analytical approach to market information with ability to make business recommendations
- ✓ Knowledge of digital and social media platforms (Facebook, Instagram, LinkedIn, Twitter, YouTube...)
- ✓ Efficiency in Word, Excel and PowerPoint, as well tools like Photoshop, InDesign, Adobe
- ✓ Knowledge of Sport and Heat Transfer industries is a plus
- ✓ Capacity to organize him(her)self and to prioritize
- ✓ Curious regarding company business areas, digital and social media environment
- ✓ Creative
- ✓ Able to work with international teams, display team spirit
- ✓ Autonomous and proactive