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| **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

Inquiries : info@chemicaus.com