

FRENCH LEADING TOUR OPERATOR BASED IN SOUTH WEST LONDON IS LOOKING FOR A MARKETING AND INTERNET MANAGER TO DRIVE THE MARKETING PLAN EFFICIENCY AND INTERNET SALES.

YOU WILL BE RESPONSIBLE FOR:

- THE BRAND IMAGE AND POSITIONNING, AND PR
- THE LOCAL IMPLEMENTATION OF THE UPSCALE STRATEGY
- CREATING DEMAND, DEVELOPING TRAFFIC TOWARDS THE COMPANY CHANNELS THROUGH THE MOST EFFECTIVE AND COST EFFICIENT MARKETING PLANS (MEDIA, CRM, PROMOTIONAL PLAN, BROCHURES...) IN A MULTICHANNEL VISION
- THE MARKETING BUDGET, P&L OF THE INTERNET CHANNEL, INTERNET SALES DEVELOPMENT
- PROVIDING TOOLS TO INTERNAL CLIENTS: TRADE MARKETING TOOLS FOR INDIRECT (POS, B2B E-MAILINGS,...), SALES ARGUMENTATION, PRODUCT INFORMATION, PROMO INFORMATION, FOR INDIRECT AND CALL CENTRE, ETC
- KNOWLEDGE OF COMPANY CLIENTS AND PROSPECTS, COMPANY PRODUCTS, MARKET AND COMPETITION WITHIN THE OFFICE AND WITHIN THE COMPANY
- KEY RESOURCE FOR CRISIS MANAGEMENT IMPLICATING THE COMPANY IN THE MEDIA
- AS A MEMBER OF THE MANAGEMENT TEAM, CO-RESPONSIBLE OF THE BV AND COMMERCIAL CONTRIBUTION OF THE COUNTRY
- AS A MEMBER OF THE MANAGEMENT TEAM, PARTICIPATING TO THE COUNTRY BUDGET RECOMMENDATION.
- LIAISING WITH ADVERTISING, MEDIA AND PR AGENCIES

YOU WILL HAVE 2 FULL TIME STAFF TO MANAGE (1 OFFLINE MARKETING EXECUTIVE + 1 ONLINE MARKETING EXECUTIVE) + 2 INTERNS

PROFILE:

- ENGLISH TO MOTHER TONGUE LEVEL, GOOD COMMAND OF FRENCH (VERBAL SKILLS ESSENTIAL)
- HIGH STANDARD OF EDUCATION: 2.1 UNIVERSITY DEGREE MIN OR ECOLE DE COMMERCE
- STRONG MARKETING KNOWLEDGE (IDEALLY FMCG) + STRONG COMPETENCIES IN E-MARKETING (ONLINE MEDIA, CRM, E-MAIL MARKETING, CPM, PPC, WEBSITE MANAGEMENT, ETC)
- 5-6 YEARS EXPERIENCE IN A MARKETING POSITION
- STRONG ANALYTICAL SKILLS, RIGOROUS, PRECISE WITH GREAT ATTENTION TO DETAILS, ABLE TO WORK UNDER TIGHT DEADLINES AND UNDER PRESSURE, CREATIVE, PRO-ACTIVE, ABLE TO MULTI-



TASK, AND ADAPT PROJECTS, GOOD TEAM SPIRIT, TIME MANAGEMENT AND ORGANISATIONAL SKILLS

- ADVANCED PPT AND EXCEL
- NOTIONS OF HTML AND UNDERSTANDING OF BASIC IT (JAVA, FLASH, ETC)

SALARY:

£45 000/PA +10% BONUS