



Swiss-German Marketing Manager, Permanent Contract

Technicis, professional translation expert

Technicis is the leading translation agency in the French market and is one of the top-three players in the European market. With double-digit growth and a young team, the Technicis group is undergoing rapid development, confirming its position as market leader.

Key figures

- No. 3 on the European professional translation market and No. 10 worldwide
- 700 employees around the world and 7,000 expert freelance translators
- International presence: 13 sites in Europe (France, Belgium, Italy, Switzerland, Spain, Finland, Germany, the UK, the Netherlands and the Czech Republic), North America (Canada and the United States) and Asia (China)

Your role

As part of the Marketing team, you'll be responsible for the following tasks:

- Be responsible for the DACH region Marketing, especially Switzerland and Germany
- In cooperation with the Swiss and German Sales teams, you define and put into place the right actions to support their work and improve brand awareness on their markets (rebranding project ongoing).
- Improve online visibility thanks to SEO techniques and relevant content (web pages, blogging, PR...)
- Handle lead generation (inbound marketing) and follow-up on KPIs
- Support for our event team for events on German and Swiss markets.
- Animate existing partnerships with cross-marketing actions (events, guest-blogging, roundtables...), develop new partnerships
- Preparation and update of sales documentation in German
- Preparation of direct Marketing campaigns (mailings, postal campaigns etc.)



Your profile

- Swiss German or German is your mother tongue
- Degree in journalism, communications, literature, languages etc.
- Excellent written and oral communication skills
- Good knowledge of French is appreciated
- You have at least one professional experience in Marketing or communication
- You are outgoing and able to make the company's goals your own
- You are autonomous and work efficiently while knowing how to handle your priorities.
- You are enthusiastic about team work on international projects
- You have a sound knowledge of the Swiss and German markets
- Other assets: you have Adobe PAO knowledge and/or a first experience with Salesforce and/or HubSpot

Advantages

- Salary: depending on profile and experience (fixed with possibility of increase)
- Lunch vouchers and RTT days (1 day extra holiday per month)
- Company health scheme
- Gym, table football, pétanque strip, three sun terraces

Location

Boulogne-Billancourt

To apply, please send your CV and cover letter in French to recrutement@technicis.fr