



## Content 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:

- Define an editorial strategy in order to attract and convert new clients
- Propose relevant topics and content
- Design and write informative content about the company, translation business and the LSP industry (articles, ebooks, webinars, interviews, infographics ...)
- Contribute to developing the corporate blog strategy and update it regularly with articles
- Share content on the most relevant channels
- Organise special communication operations about specific content from time to time
- Follow-up on the success of content and relevant KPIs (visitors, download etc.) with the right tools (Analytics, HubSpot ...)

### Your profile

- French is your mother tongue
- Degree in journalism, communications, literature, languages etc.
- Excellent written and oral communication skills



- You love writing and have plenty of good ideas to make our brand live in as many ways as possible: blog, infographics, interviews, workshops... (ongoing rebranding project)
- You are autonomous and work efficiently while knowing how to handle your priorities.
- You are enthusiastic about team work on international projects
- You are naturally up to date about all communication channels that count and master the good old press release as well as an IGTV, slideshare or LinkedIn Pulse communication.
- An extra asset would be: you have Adobe PAO skills and/or a first professional experience in the Marketing sector.

### **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](mailto:recrutement@technicis.fr)