



## English native Marketing Manager, Fixed Term 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 the focal point for Business Development and Key Account Management teams in anglophone countries (UK, US, Canada) and put into place sales support actions: market analysis, email or postal campaigns, use cases with clients etc.
- Define an editorial strategy in order to attract and convert new clients on anglophone markets
- Design and write informative content about the company, translation business and the LSP industry (articles, ebooks, webinars, interviews, infographics ...) in English
- Update the English websites of the group according to global strategy and SEO recommendations
- Follow-up on the success of content and relevant KPIs (visitors, download etc.) with the right tools (Analytics, HubSpot ...)
- Support our event management team for events in the UK or the US.



## Your profile

- English is your mother tongue
- Degree in journalism, communications, literature, languages etc.
- Excellent written and oral communication skills
- Good knowledge of French is appreciated
- 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)