

JOB OFFER

Department: Product

Issue: May 2018

B2B Digital Marketer

At SpecialChem, we believe that chemicals and materials are the sources of many future solutions to the big challenges that mankind is facing. For us, **innovation is a way to enable good ideas** and individuals to create economic wealth and shared success. For the past 18 years, our mission is to connect engineers to innovative technical solutions and enable everyone to make growth and innovation happen.

Thanks to **digital strategic programs**, we accelerate start-ups and major industry leaders from all around the world in their growth objectives. Since our creation, most of Top 100 companies in our field have trusted us and our online community of +500K professionals, the largest audience in the industry.

Our +60 SpecialChem team members are Marketers, Account manager, Consultants, Innovation Experts, Developers or Content writers... located in France, USA, India, and Japan.

To serve our exciting growth objectives, **we are seeking a Digital Marketer.**

Based in Paris HQ, within a multicultural team, you evolve in a dynamic environment and serve international clients. After an onboarding period about our industry, methodologies, and objectives, you will be responsible for the success of digital marketing programs of our clients

Under the supervision of a Senior Digital Marketer:

- You **design and deploy digital marketing campaigns** to serve clients' branding and lead generation objectives (client need assessment, roadmap design, content writing, SEO/SEA, social media, targeting, release, and monitoring), using both our community and external source.
- You manage **client relationship**; you are in direct contact with their marketing, communication and business development teams
- You **drive the performance** of the programs thanks to the relevant report analysis and actionable recommendations
- You manage production execution of campaigns with back office
- You participate to increase revenue and loyalty at customers

Alongside managing client programs, you will be **involved in our development lab**, test, and release of new products.

What you need to be successful:

- You hold a Master of Science in Engineering, or in Marketing or in Digital
- You have 2-5 years' experience in Digital Marketing
- You speak very good and write professional English
- You write content
- You have an experience in B2B, even a short one
- You can work in Paris, France

Expected soft skills:

- You are good at managing relationship and communication
- You are creative, open to trying new methods
- You are curious about innovation
- You are driven by customer satisfaction
- You are a quick learner and flexible
- You are autonomous and appreciate team work

What can make the difference:

- You have an experience in chemical or material industry
- You speak French and/or a third language

Why joining us:

- Salary 35K+bonus
- International and young team
- Home office possibility (2 Days/months)
- Growing company with new challenges

Recruitment process

Send your CV and reference to Digital Marketing Specialist Paris - SpecialChem » at jobs@specialchem.com to Aurélie de Araujo.

If there is a good fit, we'll organize:

- An introduction call (French or English)
- A face 2 Face interview with your N+1 / N+2
- A test (eg. content writing, define a roadmap, make an onboarding)
- An interview with N+2 / CEO