

Digital Marketing Manager

in Monaco

As Marketing Manager at 3Dconnexion, you are responsible for planning and executing marketing campaigns to drive awareness and sales of the company's product range.

You will run marketing activities to increase awareness at the channel and partners level, as well as build and nurture the community of brand ambassadors and influencers. Moreover, you will be responsible for the creation and execution of the regional social media content plan and calendar.

As part of the Sales and Marketing team, you will support our regional sales managers and channel partners around the world and work in a very diverse Sales & Marketing team, with young and smart people from both European and Asian Countries.

Job Responsibilities

Partner Marketing and Community Management

- Plan and execute communication activities in co-marketing with Vars, ambassadors, educational institutions and other communities.
- Develop, plan, and execute channel marketing programs (via distributors, VAR, hardware reseller, workstation OEM).
- Help the sales manager to develop the network of Var Partners, especially across France.
- Manage main hardware industry events and Partners' tradeshows.
- Quarterly monitor, review, and report on all marketing activity and results.

Social Media Content

- Produce the regional social media content plan, monthly. Create the monthly editorial calendar and execute the production of necessary video and/or visual assets and copywriting, both by using your own technical skills and/or internal resources, online tools, and external freelancers.
- Create Inbound campaigns and EDM blasting to generate both MQL and SQL. Follow-up on lead engagement by creating nurturing campaigns to re-engage audiences and push traffic down the marketing funnel.

Digital PR, Community Management & Influencer Marketing

- Help the Sales & Channel manager to keep the community of brand ambassadors, Application Engineers and influencers engaged and make it grow. Create ambassador-specific content to hold this community of power users tight to the 3Dconnexion brand, via sharing ad-hoc content made specifically for them.

3Dconnexion

3Dconnexion® is the leading provider of award-winning devices for 3D design and visualization professionals. 3Dconnexion products provide a more intuitive and natural way to interact with computer-generated 3D content and support today's most popular and powerful mechanical engineering, media and entertainment, and architectural CAD applications. 3Dconnexion is headquartered in Monaco, with local headquarters in Germany (Munich), North American (Boston, MA), Japan (Tokyo), and offices worldwide.

3dconnexion.com

 [youtube.com/3dconnexion](https://www.youtube.com/3dconnexion)

If you are interested in being part of the 3Dconnexion team in an international, growth oriented company, please send your complete application (CV + motivational letter) with the reference WE_MKT via email to Valentina De Giorgio:

valentina_degiorgio@3dconnexion.com

Contact information

3Dconnexion SAM
7, Boulevard du Jardin Exotique
98000 Monaco (MC)

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- Connect with potential PR partners on specific launches. Run Meltwater and Klear searches and monthly reports on sentiment and PR presence.
- Develop and maintain local press contacts, evangelists, and the social media community with the support of local PR / communications agency and Channel Manager.

Skills and Requirements

- Master, Bachelor or similar degree in marketing/communication/business
- Fluent in English, both verbal and written [this requirement is not negotiable as the role will frequently require English copywriting tasks]
- Very Fluent/Mother tongue in French written and spoken Language [this requirement is not negotiable as the role might include some French copywriting tasks]
- Good knowledge of at least one web design software and/or online tool like Adobe Photoshop/Illustrator, Canva. Basic knowledge of web design, user experience (UX/UI design), HTML/CSS and CMS is required.
- Basic knowledge of at least one video editing tool (i.e., Dreamweaver or similar).
- Being very passionate and very curious about technology is a must, possibly already worked in IT/Tech company or CAD industry even better.
- Be curious and willing to learn a lot about CAD applications, 3D design, and peripherals for 3D/2D designers.
- Experience in retail channel management and/or with e-commerce business a plus
- Excellent verbal and written communication skills
- Motivated, pro-active, energetic, and creative
- Ability to be a team player with a success-driven approach, open-minded and willing to work in a very diverse and multi-cultural team.

Conditions

- Permanent contract
- Trial period: 3 months
- Working Location: 3Dconnexion Monaco Headquarter

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