

Job Title

Marketing Manager – Social Media Content, Digital PR, Channel Partner Marketing

Location

Monaco

Company

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. For more information, visit <http://www.3Dconnexion.com>.

The role

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 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 the 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**Social Media Regional Content Marketing**

- Produce the regional social media content plan, monthly. Create the weekly 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.
- Monitor engagement with our organic posts and try to increase it continuously. Manage both Facebook Insights, Google Analytics to monitor and report on performance and traffic behaviour.
- 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 and Community Management & Influencer Marketing

- Help the Sales & Channel manager to keep the community of brand ambassadors and influencers engaged and make it grow. Create ambassador-specific content to hold these community of power users tight to 3Dconnexion brand, via sharing ad-hoc content made specifically for them.
- Connect with potential PR partners on specific launches. Run Meltwater searches and monthly report on sentiment and PR presence.
- Develop and maintain local press contacts, evangelists, and social media community with support of local PR / communications agency and Channel Manager.

Channel Partner Marketing

- Plan and execute communication activities in co-marketing with Vars and other Channel partners. Develop, plan, and execute channel marketing programs (via distributors, VAR, hardware reseller, workstation OEM).
- Help the Channel 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.

Profile / Skills

- 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]
- 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.
- Creative tool like Adobe illustrator, Photoshop, Edit HTML and CSS using Dreamweaver or similar.
- Basic knowledge of web design, user experience (UX/UI design), HTML/CSS and CMS is required.
- 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.
- Willingness to travel, also abroad

Conditions

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

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

Contact information

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