



CUSTOMER MARKETING OFFICER | MARKETING & COMMUNICATION

With offices in France, Germany, Japan, Korea, Greater China and the U.S.A, Yole Développement (Yole), provides market research, technology analysis, strategic consulting, media services and financial services to a worldwide customer base.

Covering emerging and disruptive silicon and micro manufacturing markets, the group supports companies, investors and R&D organizations by delivering comprehensive analysis that helps them understand the market and technology trends critical to their business.

JOB DESCRIPTION

In order to support the growth of our activities, we are recruiting a Relationship Marketing Officer, based in HQ, Lyon (France).

As a part of our Marketing & Communication Department, you will be in charge – for all our entities in France and worldwide – to implement the tools to improve our customer knowledge and to maintain an individualized and interactive relationship with them.

YOUR RESPONSABILITIES

As part of your duties, you will be responsible for:

- Define, implement and optimize Marketing Automation scenarios according to different customer profiles,
 - Analyze the results of the campaigns and share information with the board,
 - Define and validate the actions targeting,
 - In-house promotion of the added value and opportunities offered by CRM tools and digital marketing to sales teams,
 - Guarantee the regular and optimal update of the database via the CRM (import of new contacts), its proper running and contribute to its evolution in partnership
- with the IT Manager, according to the needs expressed by the commercial and marketing departments,
- Lead, assist and train all the users of the database within the group by creating the appropriate supports,
 - Analyze the performance indicators of marketing campaigns and website, define and take corrective actions: evolution of follow-up tables, optimization suggestions, etc ...
 - Carry competitive watch out best practices in the e-marketing field.

REQUIREMENTS

- University Degree (business school or university with a specialization in customer marketing), you appreciate marketing issues concerning customer loyalty / CRM
- At least 5 years' experience in customer marketing, ideally in an international environment
- Professional English required (TOEIC 800), advanced Excel skills
- Expertise of web analytics tools (Google Analytics, Matomo) – Knowledge of Zoho would be a plus
- Proficiency in French is mandatory

Please send your latest CV & cover letter to recruiting@yole.fr

