



MARKETING & COMMUNICATION OFFICER | LYON

With offices in France, Germany, Japan, Korea, Greater China and the U.S.A, Yole the « More than Moore » company, 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 markets and technology trends critical to their business.

JOB DESCRIPTION

Our company proposes a Marketing & Communication Officer position, in the Head Quarter based in Lyon.

Directly reporting to Marketing & Communication Manager, you will participate in the operational implementation of the communication strategy and marketing operations, ensuring respect for the identity and image of the company.

Through our various media (e-newsletters, website, commercial emailings, international conferences and exhibitions), you will propose and set up the appropriate targeted marketing and communication actions to enable the company to develop its international influence and commercial development.

RESPONSABILITIES

The position of Communication and Marketing Assistant covers different fields:

- **Product marketing:** manage the production of our offers' supports, ensure design and content quality.
- **Web:** bring our various communication media alive by posting news, articles, tweets, ... ensuring update and feeding in terms of content, frequency, editorial line. Participate in the development of our media website in collaboration with the webmaster, and monitoring related KPIs.
- **Events / Logistics:** ensure the organization, manage the promotion and our participation in conferences, events and trade shows or our own events. Initiate, negotiate and drive the relationships with partners.
- **Communication:** update and support the development of the communication tools in compliance with the graphic charter.

EDUCATION / EXPERIENCE

- Minimum Master I Marketing & Communication
- First experience (2 years at least) in the same kind of position
- Mastering MS Office tools and CDA (PhotoShop and InDesign mainly)
- Proficiency in English (minimum CECR – B2 / TOEIC 750)
- Reactivity, intellectual curiosity, adaptability and rigor are the qualities that will allow you to succeed in this position.

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

