



Global Role Profile

Job Title:	Marketing Communication Manager (Full Time / Part Time)
Ref No:	
Function:	Marketing
Reports directly to:	Marketing Director

Job Purpose:

The chief concern of communications management is the public's perception of a product, brand or company. Directing the creation of internal communications, press releases and speeches given by executives, as well as Web or social media presence, is all in the domain of communications management. Marketing communications embodies the whole communications process from client relations, PR and marketing strategies, to the creative side of promotional literature, advertising and artwork. The Marcom's Manager expertise allows them to allocate company resources to maximize collaboration, efficiency and creativity in the building and maintenance of consistent branding or corporate identity across all channels. In this role, you will support the Directorship in all activities in line with CPP's global and local vision and strategy.

Key Accountabilities:

- Develop, implement and manage marketing communications campaigns and leverage efficient marketing tactics
- To be a marketing interface with Business Partners and Providers when needed, providing proactive marketing consultancy, expert analysis and robust planning to support the delivery of the Business Partner KPI's
- Create and lead the approach to customer loyalty, recognition and engagement.
- Developing marketing materials to generate sales leads
- Producing press releases
- Facilitating interdepartmental communications and managing external communications
- Directing market analysis
- Research to identify trends and opportunities is another marketing job duty
- Analysing our qualitative and quantitative results in order to improve our conversion results
- Write great content for our website, landing pages and blog following the latest SEO best practices and improving our conversions
- Revise other team members content and ensure quality and alignment with our group brand and tone of voice as per our group guidelines
- Feed our social networks with meaningful storytelling posts and build an effective advertising strategy
- Create and deliver online campaigns via Email Marketing, PR, AdWords, Online Banners, Events or other appropriate media
- Keep our content organized and accessible for the whole team
- Bring new ideas and improve our communication standards

- Act as central point of contact for marketing communications for CPP group functions, international Marcom's colleagues and internal business units.
- Organising product-relevant information in relevant media and devising a market communication plan to ensure the most effective information-sharing possible

Risk Management:

- Champion, lead, monitor and embed a culture of strong internal control and risk management throughout your areas of responsibility.
- Ensure that control deficiencies and risk impacts are escalated so that root cause analysis can be performed and remedial actions taken.
- Comply with all Company policy and procedures.
- Comply with all regulatory procedures applicable to the role.
- Report any information security incident, weakness or malfunction.

Skills & Knowledge

- Understanding customer needs.
- Professional skills on diverse relevant Marketing Tools such as Google Analytics.
- Good knowledge about SEO, SEM, incl. building and conversion optimization
- A fast and conversion oriented mind set
- Efficient and professional execution with a great eye for detail
- Great organizational skills, able to collaborate peacefully and proactively with the team for the best collective outcome
- Management skills, to guide other team members within our content strategy
- Ability to multitask, to work on several projects and adapt to different styles when needed

Experience:

- Minimum 3 years of work experience in Online Marketing, Direct Marketing or Content Marketing; Content editing is a plus

Education and Qualification:

- BS/BA or MA Business, Marketing, Public Relations or relevant field.
- Marketing experience in multi-channel environment.
- Ability to analyse campaign data to drive maximum campaign effectiveness.
- Preferred experience of both B2C and B2B.
- Good working experience of Microsoft Office – Word, Excel and PowerPoint.
- Computer literacy in word processing, data base management and page layout.
- Experience communicating through a variety of mediums including webinars, social media, whitepapers, solution briefs, and sales presentations.
- Proven understanding of how to use social media tools to effectively listen, communicate, and build relationships.
- Strong writing and editing skills.
- Proficiency and fluency in English and German is required; both written and verbal.