

Job Description

Marketing Manager



REFOREST'ACTION

Reforest'Action is a certified B Corp company whose mission is to preserve, restore and create forests all around the world in response to climate and biodiversity issues.

Awareness is growing towards the urgent need to restore the natural world.

Corporate climate action has led to an acceleration in investments in nature, adopting strategies aimed at reaching net-zero emissions. Natural Climate Solutions (NCS) offer a major way to address both the climate and biodiversity crisis and the necessary resilience to climate change. Today, **forests are one of the main Natural Climate Solutions, in addition to socio-economic benefits for local populations.**

With more than 10 years of experience and more 1 000 forestry projects around the world, Reforest'Action has grown from 8 to 55 employees in less than 2 years!

Our ambition: to go much further, much faster.

To do this, we need new talents.

In a context of strong growth and internationalisation, we are looking for a self-motivated and talented **Marketing Manager** to contribute to the overall growth of the company by structuring and developing an effective marketing strategy

He/she will be in charge of :

- **STRATEGIC MARKETING**

- Set marketing goals and objectives
- Plan, implement and manage the overall business marketing strategy.
- Review and manage content marketing strategy
- Determine KPIs for the marketing department and track them with regular reports (ROI)
- Oversee the marketing budget
- Work with sales and development teams
- Use data and reports to make evidence-based decisions
- Have a sectorial awareness of a new and fast-moving market.

- **PRODUCT & OPERATIONAL MARKETING**

- Define Value Propositions
- Manage the commercial offer, define and create sales support tools.
- Manage lead generation events and exhibitions.

- **DIGITAL MARKETING**

- Define and follow up acquisition, activation and retention strategies mainly on a B2B target and in international markets : Inbound, SEO / SEA & nurturing.
- Design, plan and execute effective marketing campaigns

MANAGEMENT (to begin with)

1 Digital Marketing Project Manager

1 Product Marketer (upcoming recruitment).

REQUIREMENTS

- Fluent in English
- 10 years experience in marketing, ideally in an international context.
- Results and customer-centric
- Hands-on experience with CRM and SEO, SEA and data analysis
- Proactive on both strategic and operational aspects. Strategy implementation is a hands-on role that requires you to roll up your sleeves and help with day-to-day tasks, not just overseeing the project.

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- Excellent interpersonal and communication skills.
- Excellent organizational and time management skills
- Knowledge of climate and business sustainable development issues would be a plus
- An international experience would be a real plus

REPORTING

Head of Marketing and Communication.

- Permanent Contract (CDI)
- Location : 92500 Rueil-Malmaison
- Home Office punctually possible

Send your CV and cover letter to francoismjeandet@gmail.com. Applications will be processed by an external HR consultant: if you are not contacted within 15 days of sending your application, it has not been selected. Thank you for your understanding.