

## Marketing Manager - France

**Department:** Group Marketing  
**Reporting to:** Group Head of Marketing

### ROLE AND RESPONSIBILITIES

#### Background to & purpose of role:

Take ownership and management of all Marketing activities for France

#### Key responsibilities:

- To create, deliver and manage the French marketing communications strategy
- Plan and manage the regional Marketing spend, ensuring alignment with the allocated budget
- Work with the centralised Digital team to implement all acquisition initiatives including website, online campaigns, landing pages, SEM optimisation, social media and other new media initiatives.
- Locally plan and manage all off line media activity.
- Generate sales leads through the delivery of above/below the line marketing communications, in line with targets
- Responsible for writing and approving translations for all regional email communications and website content
- Implement and oversee client retention and re-engagement activities
- Build strong relationships with external agencies, where appropriate
- Monitor and control site analytics, with support from Digital team.
- Provide monthly reporting to Group Head of Marketing
- Manage new product/service launches
- Promote and grow the company's brand and business within the region through PR
- Maintain the CMC Markets brand in accordance with global guidelines
- Organise and promote sales seminars and events in the region
- Conduct competitor analysis, client surveys and market research as required
- Maintain personal/professional development to meet the changing demands of the role, participate in appropriate training and encourage/support staff in their development
- Ensure a positive approach to challenge and provide open and honest feedback
- In all internal and external contact, present a professional and positive image of the department and CMC Markets as well as maintaining constructive relationships
- Take all reasonable steps to ensure appropriate confidentiality
- Undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this role.

### KEY SKILLS AND EXPERIENCE

#### Essential criteria

- Fluent French and English language
- Marketing management experience
- Knowledge of digital marketing channels including SEM, PPC and affiliate programmes
- Experience of lead generation activities in B2C environment
- Strong copywriting skills
- Excellent attention to detail
- Autonomous worker with strong project management skills
- Excellent communication and interpersonal skills
- Ability to work within fast paced, dynamic environment
- Self-motivated and driven; able to act on own initiative

#### Desirable criteria

- Experience of working in Financial Services
- Financial derivatives / online trading marketing experience would be advantageous
- Customer lifecycle (retention, loyalty) experience
- Proficient in using Google Analytics
- PR management experience

**KEY RELATIONSHIPS**

- Heads of Distribution in France
- Group Marketing and Digital teams
- Sales and PCMs team in France
- Legal and Compliance
- Web Development

**KEY OBJECTIVES/KPIS**

To be defined upon commencement of employment

**COMPETENCIES**

- Excellent analytical and creative skills
- Decision making
- Strong drive for results
- Digital thinking
- Business acumen
- Resilience and drive
- Communication and stakeholder management
- Strong writing and communication skills, including the use of PowerPoint and Excel
- Solid multi-tasking and organization skills
- Works with others to deliver results
- Takes personal responsibility to deliver results
- Problem solving

**Job Holder Name:** \_\_\_\_\_

**Job Holder Signature:** \_\_\_\_\_

**Manager Name:** \_\_\_\_\_

**Manager Signature:** \_\_\_\_\_