

JOB POSTING REQUEST FORM

JOB DETAILS	
Reference #	CP-574-2022
Company Name	Liban Cables – Nexans Group
Industry	Cables Manufacturing
Vacancy	Marketing and Communication Officer
Number of vacancies for that position	1
Job Type (<i>FT, PT, Contractual, Seasonal</i>)	FT
Major(s)	Marketing / Communication
Degree	Bachelor
Years of Experience	3 to 5 years
Location	Hamra
Remuneration & Benefits	
Currency (LBP, Dollar, Lollar)	
Tasks & Responsibilities	<p><u>Operational Communication</u></p> <ul style="list-style-type: none"> • Transform marketing strategy into operational marketing actions plan (sales points, targets, product launch, merchandising, customer action plan) • Offer recommendations on implementation of operational actions plan • Elaborate and provide sales people and distributors with adapted communication and promotional tools (e.g. e-tools) • Manage all marketing actions associated with new offers in coordination with the Offer Manager and Sales Teams • Design operational campaigns and ensure their proper delivery • Design the catalogue of BU-brands offers • Prepare and manage the creation of all BU-brands content and material distributed to C/P • Select and contract with external agencies and manage agencies during BU-brands marketing campaigns • Design and follow the campaigns budgets • Adapt and personalize the presentation of offers to fit with partners/customers' needs

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- Offer recommendations on merchandising to the Offer Genius
- Structure information and organize selling points so as to help sales people to communicate with partners/customers
- Collect clients' feedback on commercial operations
- Analyze clients' feedback to evaluate the relevance of action plans and to take corrective actions
- Ensure a strategic watch on operational marketing tools

Digital Communication

- Gather and analyze customer/partner feedbacks at digital points of contact and monitor customer satisfaction
- Work with the Partner/Customer Operations Excellence Manager to define customer data collection strategy
- Monitor and analyze Nexans digital presence and define digital communication recommendations to be applied by all functions
- Ensure a marketing watch on digital channels and analyze offers marketing positioning
- Control and optimize Nexans online referencing
- Identify targeted audiences and define the right digital mix in line with Nexans strategy and marketing strategy
- Define social media animation strategy and the editorial charter for digital communications
- Identify cross-channel opportunities in communication in coordination with the whole marketing team
- Define 1-year digital communication plan (communication actions, budget, and expected ROI)
- Ensure a coherent digital customer/partner experience in line with customer/parent service level expected
- Define strategy for e-merchandising
- Guarantee the digitization of transactions

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- Define service level expected to enrich the digital Partner/Customer journey
- Produce content to be distributed to partners/customers
- Manage Product Information Management use cases associated to the Brands sold by the BU
- Implement marketing campaigns and customer/partners digital communication actions (e.g. mailing list, online advertising, sales brochures, communication tools for product launch, digital tools)
- Implement search engine optimization (e.g. SEO) and administrate Nexans website
- Select and contract with digital marketing agencies and manage agencies during preparation and deployment of marketing campaigns
- Elaborate and follow-up campaigns budgets
- Manage social media community
- Animate digital events to promote Nexans offers