

B2B MARKETING CONSULTANT

■ The agency

Ready to make a difference? Do you love sensible marketing but fuelling consumption is not your thing? Then read on: bb&b is an industrial marketing and communication consultancy. Our mission: making European manufacturers more competitive regarding global competition. Our method: understand, reflect, propose. Our difference: a real industrial and international culture.

The beaten track, blah blah blah and the path of least resistance are not for us. Does that speak for you? Then come and join us!

■ The job

Your main tasks, carried out in close cooperation with a tightly knit and highly professional team, will be:

Advising customers and create loyalty

- > Supporting prospects and clients in the implementation of their b2b communication, marketing (especially digital) and branding strategy

Developing the agency's client portfolio

- > Prospecting b2b companies, developing and deploying digital strategies, responding to incoming requests, advising and convincing prospects with structured and well-founded proposals.

The position is based in 75020 Paris. Occasional travel is expected.

■ Profile

You have obtained a master's degree in marketing or communication and at least 5 years of experience in a similar position, ideally in a b2b communication consulting agency.

You are familiar with the key concepts of digital marketing, communication and brand management. You are interested in industry and technology. You express yourself clearly and concisely in both French and English, both in writing and orally.

You enjoy working in a team with a human dimension, while being autonomous in the search for solutions and information. You know how to structure a problem, find appropriate solutions and convince your audience.

■ The contact

bb&b

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