



RECRUITMENT

16/01/2024

MARKETING DIRECTOR EUROPE

Based in Annecy, France

This job is a permanent position – Fluent English required

You will report to the CEO and be a member of the Executive Committee of PILOT CORPORATION OF EUROPE.

This job is part of a long-term approach and offers a real project, opportunity, and exciting challenge in an international context.

YOUR MISSION

The main mission of the Marketing Director is to define, propose and monitor a successful and sustainable marketing strategy for its commercial development in Europe. The ambition of the company is to become in Europe N°1 on the market.

You define a coherent long term marketing strategy at European level taking into account the commercial requirements of the PILOT Group including those of our European partners.

With the help of an Operational Marketing Manager and a Brand & Digital Manager and their teams, you will coordinate and streamline the organization and collaboration with European partners in collaboration with the European Sales team and the Pilot Group companies in Europe,

You will adapt the marketing strategy locally (each market) while keeping the overall consistency and organize the sharing of Best Practices between European markets.

You will be the interface with the Japanese headquarter for new products and decide together with the Sales department of PILOT CORPORATION OF EUROPE and our European partners the launching of new products in Europe,

With the help of the Brand manager, you make sure that the company brand is consistent and well represented in all marketing initiatives in Europe and comply with our CSR commitments and European guidelines,

With the help of Operational marketing Manager, you analyze strategic markets and participate in the development of sales through marketing action plans coordinated with the different departments. you organize exchanges of best practices between countries to capitalize on existing ones. With your team, you provide to our European partners market analysis, consumer studies, ...

You coordinate the financial supports for marketing developments to our distributors in Europe, and you ensure the profitability and development of our product lines,



You Work in collaboration with other departments of the company and facilitate cross-functional work and in particular with sales, supply chain, finance, operation and support services (legal, HR, IT)

YOUR PROFILE

You are graduated from a master degree or Business school in marketing/sales,

You have a proven experience as Marketing Director for at least 10 years in an international environment and already worked in the field of fast-moving consumer good (FMCG) and Retail business (stationery is a plus). You also have experience in Sales.

If you have worked already in a Japanese company, it would be appreciated.

You have already managed large teams including middle management (direct and indirect management)

The position is based in Annecy area (France) with travelling in Europe part of the time. Relocation package possible.

Fluency in spoken and written English, knowledge of additional languages such as French, German or Japanese would be appreciated.

You have already an international experience which give you the knowledge of different markets in Europe. Your good interpersonal skills enable you to work in the multi-cultural environment and to understand European and local culture.

We are looking for a driven person who will be able to lead and have all stakeholders adhere to this strategy. You have recognized team management skills and a strong cross-functional leadership skills, You are customer oriented and a team player Corporate oriented. You are diplomats, open-minded, and humble.

This position requires good analytical, problem-solving however with a high level of autonomy, energetic and action focused. But also, you are proactive and good capacities to think "out of the box".

You know how to read a P&L.