



DIGITAL MARKETING PROJECT LEADER

SINAY - bridging the gap between maritime industries and big data technologies

SINAY is French innovative SME founded in 2018 and specialized in maritime data analysis.

We have developed a recognized expertise in maritime data acquisition and digital technologies applied to the maritime industries.

We propose a Big Data platform that enables maritime data analysis and puts Data Sciences and Artificial Intelligence at the heart of the maritime economy development.

« The earth is covered by 70% of oceans and seas. As such they play a central role in the world economy and biodiversity. With our platform, we are revolutionizing the blue economy. Our ambition is to become an international leader in the coming years. » Yanis SOUAMI, CEO SINAY.

SINAY consists of a young international highly motivated team with strong interest for disruptive innovations.



Job description

You think out of the box and want to be a game changer. Joining Sinay is a unique opportunity!

We are looking for a **Digital Marketing Project Leader** to accelerate our international market reach.

In direct relation with the CEO, you will engage with the product and sales teams. Your main mission is to deliver Marketing Qualified Leads. More specifically, you will be in charge of:

- Specifying market segments and related persona.
- Managing operationally all inbound and outbound acquisition channels through regular campaigns.
- Driving and implementing content management plan (web site, landing pages, video, webinars, blogs...).
- Defining and managing the Marketing software stack (CRM, CMS, design tools ...).
- Creating documentation and communication material.
- Defining and implementing the communication plan.



Profile

Master degree from a business School with a specialization in Marketing, you have a minimum 5 years of experience in marketing within a fast growing company or startup.

Best-in-class communication skills in both English and French with a proven ability to inspire cross functional teams.

You have experience in Agile process, Lean Startup approach and the AARRR framework.

You have a very good understanding of web technologies and digital marketing channels (SEO, SEA, display, paid social or affiliate marketing).

You have an acute visual sense and have hired creative agencies.

You have an eye for detail and can collaborate with product management, design, and engineering to create an impactful product experience.

You have strong analytical and quantitative skills applied to marketing / product metrics.

You have excellent writing skills and a passion for storytelling.

Highly adaptable with a strong sense of teamwork and the ability to navigate through organizations, you are able to thrive within a fast paced and high stakes project.

You are passionate about emerging trends, creative excellence, and new technologies

Experience in an English speaking country is a plus.



Recruitment process

- 1 phone interview
- 2 - 3 meetings with key stakeholders



Information on the position

- Type : Long Terms Contract (CDI)
- Localization : Head Quarter in Caen (France)
- Graduation level : Master degree (Bac +5) from a business school
- Experience : 5 years minimum
- Reporting to : CEO
- Starts : ASAP
- Compensation : 40 k€ - 45 k€ per year



Apply

- Send you resume and cover letter in PDF format at rh@sinay.fr
- Do not forget to specify which position you are applying to in the subject