



VP MARKETING



PARIS



PERMANENT CONTRACT

MAIN ACTIVITIES/ACTIVITÉS PRINCIPALES

- Brand strategy: you will define and manage Earthcube brand strategy, awareness, messaging and storytelling. You will build cross-functional relationships to unify brand identity across all our marketing channels and our markets (including marketing governance and guidelines)
- Product marketing: you will manage all products launching and coordinate creation of sales enablement tools such as product demos, pitch decks, use cases and talking points
- Lead generation - partnerships: you will contribute to our go-to-market efficiency by developing our partners channel in our ecosystem across our markets
- Lead generation - events: you will be responsible for the organisations of events (exhibitions, roadshows, webinars...) to evangelize Earthcube products
- Public relations: you will lead the PR & ecosystem strategy and execution, working closely with the Founders and other spokespeople.
- Social Media & Content: you will lead the social media and content strategies and execution.
- Analyze, report and improve on performance: you will track, analyse and report our results to optimize marketing investments
- Team leadership: you will lead a talented team of 2 and scale resources in international offices

PREFERRED EXPERIENCE

- Over 10 years of business leadership experience with a track record of proven success as an executive coming from fast growing companies
- Strategic thinking combined with operational knowledge (brand management, sales, business development)
- Broad experience in project management, analysis, and ability to work across multiple projects and teams in a fast-paced environment
- Strong professional network within the Defence and Intelligence industry that can foster new growth opportunities
- Deep understanding of market trends and business models
- Good knowledge of AI ecosystem
- Strong analytical skills with the ability to apply business strategy to data analysis and recommendations
- Experience in analyzing marketing activities through KPIs
- Proven leadership, influencing and communication skills to collaborate with product, AI, Engineering and Sales teams.



Apply: hr@earthcube.eu



Earthcube.eu



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