

Draft recrutement stagiaire :

STAGIAIRE – Digital & Marketing Campaign Specialist and Trade plan execution

Principale mission : en charge des assets digital (création banner, update Brand page/ PDP ect) et des décorations retail (multi clients, multi marques, multi pays)

- Function: Trainee
- Professional Field: Commercial/ Digital
- Direct Report to: Aurelie MATHIEU
- Location: Levallois/ Clichy
- Need: ASAP
- Stage de fin d'études , 6 mois

Professional competences required

- **Photoshop expert**, business oriented, rigorous and creative
- Service oriented / Active listener
- Pro-active & objectives, achiever
- Adaptable / Open-minded
- Interacts Effectively - Listens and communicates effectively, actively networks
- Innovates - Shows curiosity, imagines creative solutions
- Demonstrates Entrepreneurship - Takes initiative, focuses on customers, improves business performance

ONLINE TRADE ACTIVATION: Manage online animation

- a. Prepare all digital assets for weekly brand online animations (banners, NWLs, Social Media) and launches
- b. Responsible for execution excellence of all animations on weekly bases
- c. Coordinate approval and assets with marketing team, integrate marketing strategy, handle translations in 24 languages
- d. Prepare all assets for new launches (translation, master-data, digital assets, banners, Social Media, SEO optimization)
- e. Drive brand pages to excellence, constant upgrade to optimize online shopper journey
- f. Seasonal change of assets (banners and category tiles)
- g. Follow up on competition and trends together with animation performance and propose attractive CTA mechanism in order to gain market share

RETAIL MANAGEMENT

- a. Prepare all assets for Retail animation (translation, master-data, digital assets, banners, Social Media, SEO optimization)
- a. Organize branding of instore elements (gondola, video, window decoration)
- b. Ensure recommended brand image is implemented in stores

- a. Inform team for all animation in trade plan together with all assets and PLV, follow up on execution
- b. Update tailormade planograms & assortment for each brand

Contact : LE MENN Sylvie Sylvie.LEMENN@loreal.com