

Job Title	Senior Marketing Manager - Listing
Permanent or Fixed Term	Permanent
Dept and Location	Global Communication and Marketing department - Paris
Reports to	Pauline Bucaille

In complement of any application, please address in English a CV and cover letter/email explaining your motivations and qualifications for the job to candidaturesFR@euronext.com

Job Profile

Euronext

Euronext is the primary exchange in the Euro zone with more than 1 300 listed issuers worth more than €3.0 trillion in market capitalization as of end December 2015, an unmatched blue chip franchise consisting of 25 issuers in the EURO STOXX 50® benchmark and a strong diverse domestic and international client base.

Euronext operates regulated and transparent equity and derivatives markets. Its total product offering includes Equities, Exchange Traded Funds, Warrants & Certificates, Bonds, Derivatives, Commodities and Indices. Euronext also leverages its expertise in running markets by providing technology and managed services to third parties. Euronext operates regulated markets, Alternext and the Free Market; in addition it offers EnterNext in France, which facilitates SMEs' access to capital markets.

Listing

Within Euronext, the Listing Department is in charge of the relationship with listed companies and those contemplating an IPO. Our mission is to promote financial markets and explain to business leaders the benefits of listing and how to better use financial markets once public. In addition, we are supporting a dynamic through creating and promoting new services and financing instruments, developing the investors' axis, bringing together the ecosystem and lobbying towards European public authorities.

Key Accountabilities

Within the Global Communication and Marketing department, this Senior Marketing Manager will have responsibility for structuring, developing and delivering highly visible marketing and communication strategies & materials for the Listing department, including EnterNext, Euronext's initiative dedicated to SMEs. To do so, he/she will directly manage a team of 2/3 people and will be supported by central and local resources in media relations, web and events.

As Senior Marketing Manager, he/she will be a decisive support and a full member of the Listing team in

the development and day-to-day activities across Europe (€60m yearly revenues). He/she will coordinate marketing for the Listing business mainly in France, Belgium, The Netherlands, Portugal but also in other European countries.

The position requires to identify and work with key stakeholders to ensure alignment with business objectives and company-wide consistency. Under the direction of the Chief Communications Officer and in support to the Global Head of Listing, this Senior Marketing Manager will be responsible for:

- **Marketing strategy and execution:** Structuration and roll-out of pan-European and local marketing plans to support listing business objectives including customer retention, sale of new services, acquisition of new customers.
- **Project management:** Management of all internal/external stakeholders involved in the marketing plan, ensuring alignment and consistency. Ensure tight collaboration with Business Analysts, Account Managers and Communications team in countries and regions.
- **Campaign Management:** Development and implementation of offers, services and marketing (print or digital) campaigns that articulate and promote Euronext's Listing value proposition.
- **Content marketing:** lead editorial writing, oversee thought leadership and marketing collateral production for a broad range of stakeholders.
- **Partnerships & Events:** Identification and management of client-facing initiatives including client planning workshops, conferences, client hospitality programmes, sponsorships and speaking opportunities. Management of partnerships opportunities and co-marketing initiatives.
- **Budget, measurement and reporting:** Assess the impact of the marketing plan and address necessary improvements. Design and manage budget accordingly, in the most efficient manner.

The position will be based in Paris, but may involve frequent business trips in Europe.

Knowledge, Skills and Experience Required

The Candidate will be an experienced marketing professional with a track record of working with senior stakeholders, in delivering marketing communication programmes in a multi-national environment.

- Minimum of 10 years marketing experience.
- Master's Degree in Business / Finance or Marketing.
- Understanding of financial markets, specifically Listings and SME financing.
- Successful track record in business-to-business campaign outcome with a results-driven mindset.
- Excellent project management and communication skills. Ability to interact effectively at all levels both internally and externally to advise, convince and lead.
- Significant experience in managing international projects and teams.
- Perfect command of French and English
- Other European languages would be a plus

Values

Unity

- We respect and value the people we work with
- We are unified through a common purpose
- We embrace diversity and strive for inclusion

Integrity

- We value transparency, communicate honestly and share information openly
- We act with integrity in everything we do
- We don't hide our mistakes, and we learn from them

Agility

- We act with a sense of urgency and decisiveness
- We are adaptable, responsive and embrace change
- We take smart risks

Energy

- We are positively driven to make a difference and challenge the status quo
- We focus on and encourage personal leadership
- We motivate each other with our ambition

Accountability

- We deliver maximum value to our customers and stakeholders
- We take ownership and are accountable for the outcome
- We reward and celebrate performance