



CLEVERDIS

# Sales & Marketing

## *for leading international media provider*

Vitrolles (South of France)

**Cleverdis, a world leader in content & publishing, is looking for an intern in order to support our activities around some of the leading international B2B Trade events in 2022/23. These include SITL (logistics & transport), ITB Berlin (Travel Tourism), SIAL (Food), and IFA (Consumer Electronics), where Cleverdis is in charge of the official media (show dailies, newsrooms, podcasts, ...).**

### **Job description:**

Your job will be to assist the sales & marketing teams with activities such as:

- Sales: Relation with potential & existing clients (leading international exhibitors); Contact and follow up of exhibitors, presenting them our publications and communication solutions (advertisement, editorial, podcast and Newsrooms). Updating and management of CRM (Pipedrive)
- Marketing: Create and send e-mail campaigns (SendinBlue); Update websites (Wordpress); Create Google Adwords campaigns; Social Media communication (LinkedIn, Facebook, Twitter); etc. ; Distribution management of our media
- Event logistics: Organisation of travel, detailed planning for the show, trade stand, relations with service providers (e.g. printer, stand builder, deliveries...)

### **Requirements:**

- French and good use of English; German or another language is a plus
- Knowledge of CRM's
- Business / Marketing / Communication background
- Web marketing skills (Newsletters, Social media, Google Analytics, Google Adwords, SEO / SEM, etc.)
- Team spirit, self starter, attention to detail, good written & oral communication skills
- Willing to travel in France and perhaps Internationally

Reference: Sales/Marketing 2022  
Start: from November/December 2022 or upon agreement  
Salary: Yes  
Contact: Bettina Badon, [bettina.badon@cleverdis.com](mailto:bettina.badon@cleverdis.com)

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