



Permanent
contract



According local
rules



Digital Marketing
Coordinator



Home Office,
France or other



ASAP

Who we are

Lallemand Inc. is a privately owned Canadian company, world leader in the development, production and commercialization of yeasts, bacteria and yeast derivatives for different applications such as animal nutrition, baking, winemaking, brewing and distilling, human health and pharmaceutical industries, cheese and meat preservation and plants care.

The Group is operating in over 45 countries and employing more than 4,700 people.

Lallemand Biofuels & Distilled Spirits is a division of Lallemand Inc. dedicated to the development, production, and differentiated solutions for Biofuels and Distilled Spirits.

Lallemand Distilling consists of the team within Lallemand Biofuels & Distilled Spirits (LBDS) dedicated to the distillers.

Because spirits are our passion, Lallemand Distilling is committed to providing the distilling market with only the highest quality products: DistilaMax (yeast), DistilaVite (nutrients), DistilaZyme (enzymes) and DistilaBact (bacteria) in partnership with expert technical support and education programs, all specific to the needs of distillers.

Why join us?

If you are tempted by new challenges combining cooperation and innovation, join Lallemand Distilling and its passionate team!

Joining Lallemand means joining a company with an international dimension that retains a family spirit. It also means working in a caring environment that respects your individuality and your work/life balance.

Open to all profiles, Lallemand trains its employees in its professions and supports them in their professional development.



Job Description

Lallemand Biofuels & Distilled Spirits (LBDS) through Lallemand Distilling has been involved in the production of spirits of high quality for many years. Our overall market share is growing quite quickly and to support our expansion we need a candidate with digital marketing and marketing skills.

This person will work in collaboration with the International Sales and Business Manager and the Global Distilling Manager.

This job position covers both marketing and digital marketing, it offers the possibility to express your skills. This job is also an opportunity to grow quickly within Lallemand Distilling and to have more responsibilities in the coming year(s).

Role and Responsibilities:

Administration of our websites :

- To work on the improvements and development of the websites
- To participate in the development and implementation of digital marketing programs
- To embed content on the websites (wordpress): texts, visuals, etc
- To organize and update the information
- To collaborate with the necessary persons to design, develop and implement new digital projects
- To assist the coordination of the translations of the various documents on the websites
- To assist the Global Distilling Manager in the process of translations
- To write summaries and other texts as necessary
- To manage membership of Lallemand Distilling Aficionados webpage
- To manage the invite to activities and webinars
- To work on the analytics and provide recommendations for any improvement

Internal communication via sharepoint on line

- In addition of the administration of the websites, and in collaboration with the Global Distilling Manager, you will be in charge of the internal communication regarding Lallemand Distilling through Share point on-line.

Marketing:

- To work with the Global Distilling Manager, on the strategy communication, digital marketing, advertisings, publication of articles, etc.
- To work on the creation of commercial documents (brochure, flyers, advertising, etc) in collaboration with the team and agencies
- To be the interface with the agencies of communication when necessary
- To work on surveys as required and to do the follow-up
- To participate to some exhibitions
- Development of e-tags and e-blast notifications to promote events, exhibitions, new products, activities, etc.



Social Media:

- To collaborate on a strategy for the social media marketing
- To make sure that the posts reflect the overall strategy of the business unit.

Requirements

This position requires:

- To be comfortable working with people of various countries and cultures in different time zones
- Synergistic relationships with the global and regional internal teams, collaboration partners alongside the agency and internal creative teams
- The capacity to be creative
- To be passionate by the world of Spirits and be pro-active and be able to share ideas, recommendations
- To enjoy travelling (20% - 30% of the work time), some international travels
- Languages skills: English: required; Spanish / French : beneficial
- A good knowledge in the new technologies: social media, platforms of communication,
- The capacity of analysis and synthesis
- Good organization skills
- To have a driving license.

Other:

- In this job, you will required to work from home or at Lallemand France in Blagnac (31-France)
- Full time job
- Report to Global Distilling Manager
- Other duties as assigned

Requirements:

- Ideally, a bachelor's degree, or equivalent
- Some experience in a similar job position a must
- Some knowledge in Distilling or Winemaking
- Excellent interpersonal skills and experience in the development of working relationships a must.
- Computer ability – Microsoft office & web-based communication programs such as WordPress, Teams, Illustrator, Photoshop, etc.



Please send your application to Ludivine Fabaron,
lfabaron@lallemand.com
 HR department