

**About EIT Manufacturing**

*EIT Manufacturing, a Knowledge and Innovation Community (KIC) under the umbrella of the European Institute of Innovation and Technology (EIT), is focused on supporting entrepreneurship, innovation, and education, to add unique value to European products, processes, services – and inspire the creation of globally competitive and sustainable manufacturing. [www.eitmanufacturing.eu](http://www.eitmanufacturing.eu)*

*EIT Manufacturing brings together leading organizations along the entire value chain – smaller companies, larger industrial corporations, excellent academic and research institutions, and public sector organizations. Together we work toward a more competitive manufacturing ecosystem in Europe by removing barriers to innovation, promoting talent and education, leveraging enabling technologies and exploiting key data. EIT Manufacturing has Central Offices in the Paris area and develops activities across a network of Co-Location Centers (CLCs) in Gothenburg, Darmstadt, Vienna, Milan, Athens and San Sebastian. EIT Manufacturing has more than 200 Core and Associate Partners.*

*As EIT Manufacturing is a not-for-profit organization, it has created a dedicated affiliate for commercial services, Manufacturing SASU, headquartered in Paris.*

*Manufacturing SASU, EIT Manufacturing's commercial arm, now invites applications for the position of*

## **Sales & Marketing Manager - EIT Manufacturing Commercial arm.**

Paris based position with a mix between remote work and access to shared working space

**About the position**

We are looking for a seasoned sales and marketing expert to lead the Sales and Marketing function. The person taking the position will be responsible for developing and implementing a cohesive Go-To-Market plan for all commercial services across the organization, both for EIT Manufacturing Core and Associate Members as well as for non-members. The service portfolio will grow through time, bringing added value to customers in areas like open innovation, upskilling and reskilling on key technologies, innovation and entrepreneurship, commercialization strategies.

Manufacturing SASU relies on sales and marketing to promote all services and attract the right customers to become the next manufacturing game-changers in Europe. The position is a direct report to Manufacturing SASU's Managing Director.

**Key Accountabilities**

- Sales Strategy implementation and Sales development

- You collaborate with the regional hubs to identify priority customers among the Core Partners, Associate Partners and non-members.
- You are responsible for the leads management process at European level to maximise sales conversion
- You participate as needed in the negotiations to sell commercial services
- You design tools and methodologies to track customer satisfaction.
- You develop and organize training modules and supporting material to improve competence in pitching and selling commercial services throughout the EIT Manufacturing organization.
- In close coordination with the Pillars and Regional hubs, you review the leads pipeline and sales performance of the different commercial services, and suggest improvements to reach or overachieve the objectives set in the Business Plan
- You review the profitability of the commercial services in close collaboration with the Business Controller.

#### • Marketing

- You assist the Managing Director of Manufacturing SASU in designing the Commercial Service portfolio, including scope, pricing and service level.
- You lead the development of the marketing plan for all commercial services, structuring it in collaboration with the Functional Pillars and Regional Hubs; you outline their Unique Selling Propositions and identify the best targets for commercialization of services.
- You ensure the successful implementation of the Go-to-Market for commercial services in line with agreed business plan and objectives, ensuring effective budget management and focus on ROI.
- In collaboration with the Communications Team, you ensure that the branding and packaging of the different commercial services are consistent with the EIT Manufacturing brand strategy and guidelines.
- You provide appropriate resources, support and materials to support CLC Business Developers with their own regional plans where relevant.
- You collaborate with other teams (Communications, Agora, CLC) for alignment with relevant content, channels, event management and social media strategy.
- You will have to recruit and lead a small team, setting clear team goals, deadlines and creating an inspiring team environment with open communication.

#### Qualifications and experience

- **You hold a master's degree or equivalent related to business management, marketing AND/OR a master's degree or equivalent in Engineering Sciences.**
- **You have a minimum of 8 years of experience as Marketing and/or Sales Manager** , leading and producing Go-To-Market strategies and plans, ideally within the manufacturing, innovation or entrepreneurial-related industries.
- **Good practice of CRM system and processes**
- Good knowledge of service development and pricing
- Willingness and ability to think creatively and o propose new ideas to improve efficiency of Go-To-Market on a continuous basis.

- Experience of EU/national funding mechanisms is considered a plus.

### Skills and expertise:

- A strong team player with the ability to navigate complex organizational structures and operational processes of an evolving organisation in an international environment.
- Inspirational entrepreneurship skills to deliver sales and marketing activities, to build customer engagement and to increase brand awareness in order to generate growing commercial revenues.
- Outstanding communication skills verbally and in writing. Excellent command of the English language is mandatory. Additional European languages a plus.
- Proven leadership capability and team management.
- Creative strategic thinker who can both shape projects, drive delivery and personally execute.
- Strong analytical skills to transform data to insights to strategy.
- Self-starter, ability to use initiative, good work ethic with a can-do attitude. Independent and trustworthy.
- Very organized, proactive, service-oriented, capable of multi-tasking.
- Strong track record of building collaborative relationships with highly diverse manufacturing stakeholders.
- Proficiency in both long-term strategic planning and impromptu on-deadline performance; ability to work tight deadlines and under pressure across multiple projects.
- Expert user of software tools such as Office tool suite, especially Power Point and Excel.

### What we offer:

- A full-time, unlimited duration employment contract under French labor law.
- A start-up mindset, fast and flat processes, straight internal communication, low hierarchies, and freedom to operate.
- A growing international environment with the opportunity to structure and improve the business with a clear ambition to be a full-service organization. Our working language is English.
- An extensive network in the manufacturing sector, with exposure to high-level and senior representatives from key players and influencers.
- The opportunity to work on critical projects of European interest, contributing to bettering the sovereignty and sustainability of European manufacturing industries.
- A friendly atmosphere within a dynamic team.

### Location

The role location will be in France, with a mix between remote working and access to EIT Manufacturing headquarters and co-working space in Paris area.  
Travel within Europe can be expected.

### Reporting

The Sales and Marketing Manager will report to the Managing Director of Manufacturing SASU.

## Equal opportunities

EIT Manufacturing values diversity and applies policies of equal opportunities. We welcome applications without discrimination, on any grounds. Candidates considering their interests having been prejudiced by a decision in a selection process may request a review of, or launch an appeal against, the decision adversely affecting them.

## Selection Committee

A Selection Committee will be appointed to carry out the evaluation of applications submitted. Please note that the Selection Committee's internal proceedings are strictly confidential. Shortlisted candidates may be invited for an interview. Candidates may be asked to provide proof of qualifications, background, skills, and experiences by providing relevant documents.

## Protection of personal data

Candidates' personal data are processed as required by Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation). For more information, please check the privacy statement on recruitment available [Privacy Notice](#).

## Application

A complete application should consist of:

- (i) a full curriculum vitae,
- (ii) a covering letter describing briefly how you meet the criteria outlined and your vision for the role and
- (iii) be sent via e-mail to: [hr.sasu@eitmanufacturing.eu](mailto:hr.sasu@eitmanufacturing.eu) with subject "**Manufacturing SASU – Sales and Marketing Manager**".

The application should be written in **English** and please note that only complete applications will be evaluated.

Closing date is **30 October 2023**.

For further information, please contact [hr.sasu@eitmanufacturing.eu](mailto:hr.sasu@eitmanufacturing.eu)

**Participate in this exciting journey and send us your application now!**