



I-Talent Gagnon & Partners are experts in the researching and recruitment of Executives, Managers and Technical Specialists.

We are recruiting, on behalf of our client, a major international group, an experienced and qualified:

Sr. Marketing-Communication Manager (Global position)

MISSION

You will be the face and voice of our business as well as the architect of our MarCom global strategies, plans and initiatives. As the communication mastermind, you will be our leader for the development and implementation of our brand vision and lead a world class brand team

MAIN RESPONSIBILITIES

- Directly contribute to the development and formulation of the SBU brand vision and lead communication strategy;
- Responsible for driving global brand governance in alignment with Platforms strategic marketing plans;
- Develop and promote standards for brand management and measurement and drive adoption and dissemination of best practices in alignment with Regional and country partners;
- Manages and oversees all external and internal communication including PR, advertising, collateral, promotions, congresses/exhibits, digital communication;
- Define and develop the digital marketing strategy which meets brand and commercial objectives;
- Lead, develop and coach a high performing global brand team.

Compétences et expérience souhaitées

PROFILE

- Bachelor's degree, Master's degree strongly preferred;
- Minimum 10 years' progressive related communication experience in an international environment, healthcare (MedTech, Pharma) experience preferred;
- English fluency (native or minimum C2), French and German and other languages will be an asset;
- Proven expertise and experience in creating and implementing global digital strategies for strong brands;
- Strong leadership skills with an ability to set a vision, lead change and inspire others to action;
- Results orientation with proven track record of operating in a fast pace cross functional environment;
- Proven leadership profile demonstrating ability to influence and work collaboratively with senior leadership teams in global organizations;
- Proven organizational leadership ability and exemplary interpersonal and communication skills.

**Please apply on our website: www.i-talent.com
together with your CV and motivation letter. Thank you.**

**Only applications via this e-mail will be considered for this recruitment. If you don't
receive a reply to your application within 2 weeks, please consider that your file has
not been shortlisted.**