

MARKETING & COMMUNICATIONS ASSISTANT [CDD]

LOCATION – Paris, France

EXPERIENCE LEVEL – Current Masters student or recent graduate

START DATE – Immediate

ABOUT DESCARTES UNDERWRITING

WHO WE ARE | Founded in 2018 and headquartered in Paris, Descartes Underwriting was born of the conviction that climate change calls for a revolution in the insurance industry to better protect individuals, businesses, and governments. We provide data-driven insurance products based on satellite imagery and IoT to protect corporate and public sector clients against climate risk and natural catastrophes. Following a Series A funding of 18m USD in September 2020, we opened offices in New York, Singapore, Sydney and London. Today, Descartes' ambitious and international team of 40+ is proud to protect 150+ clients – several from the Fortune 500 – in 60+ countries.

OUR PURPOSE | Losses from catastrophes and man-made disasters are likely to increase year after year due to demographic density and climate change. We firmly believe that the insurance sector can and must play a critical role in helping enterprises and individuals cope with climate risk. This will require, however, a deep transformation of the sector, as current insurance products often lack transparency, carry expensive premiums, and come with slow claims processing.

OUR APPROACH | True to our namesake, René Descartes, one of the greatest European scientific philosophers of the 17th Century, our company draws a distinct advantage in challenging the approach adopted by traditional insurers. Utilizing forward-looking models and real-time monitoring from satellite imagery, IoT and big data analytics, Descartes' products help businesses bounce back faster. In collaboration with our partners, our parametric insurance products can serve clients across the globe, from mid-size tickets to EUR +100 million.

ABOUT THE ROLE

In close collaboration with our Head of Marketing and our Communications Manager, you will work on a variety of topics and tasks demonstrating your versatility and motivation as part of a rapidly scaling Marketing & Communications team. This position is a 6 month CDD contract.

INBOUND & OUTBOUND MARKETING

- Support content creation along with Communications Manager (for example, support SEO keyword distribution across content; create Hubspot forms to download white papers)
- Manage content distribution across multiple channels, this includes Social + Hubspot + Website campaigns (white papers, articles, webinars)
- Contribute to research and content development for monthly articles and social media posts

MARKETING PLATFORM & AUTOMATION (Hubspot)

- Guarantee the quality and enrichment of the data in our CRM
- Support the integration between Salesforce, Hubspot and other business tools for lead generation
- Implement workflows to improve the conversion funnel
- Manage incoming lead KPI dashboard and lead classification
- Support the sales team in marketing email creation and execution

JOB OFFER



STRATEGY

- Support execution of PR blasts for major company announcements
- Maintain fluid communications with International Hub Leadership to support on-going initiatives with upcoming events, conferences, and campaigns
- Participate in the organization and sponsorship branding of events in our various international markets
- Assist the marketing team in achieving 2021 goals

WEBSITE

- Support management of website back office, updating content and publishing new pages
- Improve the authority score of the website with backlinks

ABOUT YOU

EXPERIENCE & QUALIFICATIONS

- Completed or are working toward a master's degree in Marketing / Communications
- Previous internship or related experience in Marketing or Communications

SKILLS

- Excellent communication (written and verbal) and interpersonal skills
- Fluency in English (written and verbal communication) required – Good command of one additional language (e.g. Chinese, French, Italian, German, Spanish...) valued
- Strong writing, editing, and proofreading skills
- Familiarity with marketing techniques & tools: social media management, campaign development, website content management, graphic design, CRM tools...
- High level of computer literacy and ability to learn new technology quickly

MINDSET

- Results oriented, high energy, with the ability to work in a dynamic and multi-cultural environment
- Excellent team player with an entrepreneurial mindset and value of diversity
- Desire to take on new challenges associated with existing in a startup environment
- Motivated to learn and help improve businesses' and communities' resilience to climate change
- Displays autonomy and ownership in his/her work
- Ability to take a proactive, hands-on approach to solving current and forthcoming issues
- Strong desire to learn and commitment to the organization's mission

HOW TO APPLY

If this sounds like the perfect challenge, please don't hesitate to submit your application and resume on:
<https://www.descartesunderwriting.com/careers/>