



## Position Description

**Position Title:** Marketing Specialist (Digital)

**Department:** Marketing/Sales

**Reports To:** European Marketing Manager with dotted line to Director of Sales, PCI Membranes

**Location:** France, Rungis(94)

**Employment Status:** Full-time

**Position Type:** Salaried

### **Filtration Group Overview for Job Postings**

Filtration Group is on a mission to make the world safer, healthier and more productive. With a passionate workforce, global footprint and world class engineering and manufacturing capabilities, we are driving innovation and developing solutions across a broad spectrum of applications in the fast-growing global filtration industry. We are committed to maintaining an entrepreneurial culture built on a foundation of trust and in which our leaders exhibit a strong bias for action.

The Company began in 2009 and has rapidly grown to be a global leader in the highly attractive filtration industry. With revenues of \$1.6 billion, Filtration Group is consistently recognized as the fastest growing and one of the largest filtration businesses in the world. With over 7,000 employees, the Company serves its customers from a global footprint of 105 facilities in over 25 countries. Filtration Group operates across a wide variety of attractive end markets and produces mission critical products with high replacement rates. Over 80% of the Company's revenue comes from replacement / consumable products, many of which are specified into customer's products or processes.

Filtration Group is an affiliate of Madison Industries, one of the largest and most successful privately held companies in the world. Madison builds entrepreneurially driven, branded market leaders that are committed to making the world safer, healthier and more productive by creating innovative solutions that deliver outstanding customer value. The team at Madison is committed to building something truly remarkable that long outlasts them while coaching others to reach their highest potential. Please visit Madison at [www.madison.net](http://www.madison.net).

### **Position Description:**

The individual in this role will be responsible for executing the marketing strategy for the PCI Membrane business. PCI Membranes is a branch of Filtration Group. Specialized in reverse osmosis, micro filtration ultra filtration, and nano filtration, we produce tubular membranes and modules for a large number of industries including water treatment and food and beverage. As a key role in the business development value stream, the marketing specialist will be responsible for proactive customer outreach, upgrading materials, executing digital excellence, all with the goal of promoting revenue growth and productivity with inbound lead generation. The expectation is that the marketing specialist will come equipped with the appropriate training, tools, direction and motivation to enable success. This individual is responsible for the marketing activities of the organization by performing the following duties personally.

### **Responsibilities:**

The individual in this role will:

- **Be the catalyst for exceptional inbound marketing for the brand**
- Plan and execute outbound paid and non-paid digital campaigns across various platforms
- Optimize current live digital assets to promote search engine optimization, user experience, and aesthetics



- Generate continuous content for proactive customer outreach and communication
- Foster interaction between sales and marketing to ultimately create a revenue-generating plan
- Creation and maintenance of technical marketing collaterals and media
- Uploading marketing collaterals and media to relevant online libraries, internet groups and social media sites
- Active support company's social media pages and day-to-day social media activities
- Company's website maintenance and search engine optimization tasks
- Web analytics monitoring and reporting against key metrics
- Email marketing (newsletter, advertisement, etc.) to customers, partners and distributors
- Design, procurement, and administration of advertising material
- Planning, execution, and control of marketing activities (e.g., events, exhibitions, seminars, webinars, social media campaigns, etc.) in close coordination with sales
- Monitoring and improving marketing activities
- Google ads campaign creation and analysis

#### **Qualifications:**

- Master's Degree in Marketing (or equivalent)
- At least 2 years of marketing experience, in manufacturing industry is a plus
- Digital marketing and design expertise (content marketing, email marketing, SEO, SEM, landing pages)
- Excellent computer skills including working knowledge of creative suites (Adobe, WordPress, Google Ads) Microsoft Office suite (Word, Excel, PowerPoint, Outlook), and relevant social media platforms (LinkedIn),
- Proficient in design softwares (Photoshop, InDesign, Illustrator)
- Video editing skills - proficient in video editing (Adobe Premiere) – CAD animation is a plus
- Fluent in English , any other European language is a plus
- Salesforce - Experience tracking marketing efforts into Salesforce (supporting ROI), marketing dashboard setup and sharing best practice feedback in team setting preferred
- Strong Wordpress skills

#### **Ideal Attributes:**

- **Exceptional digital marketing capabilities to lead inbound marketing efforts**
- Strategic insight and thinking
- Proven team player with the ability to manage at a geographic distance
- Ability to analyze an issue as well as data and provide recommended systematic solutions
- Excellent oral and written communication skills
- Detail oriented and pro-active executer
- Ability to deal with difficult situations and maintain a positive attitude
- Diagnostic ability to prioritize work to make the most impact
- Customer-oriented, intercultural communication skills
- Interest in water treatment and filtration
- Additional languages are an advantage

#### **What You Can Expect:**

- A varied set of tasks in which you can implement your own ideas
- Responsibilities
- Short decision-making paths, and diverse development opportunities
- Home office days.



**GLOBAL FILTER**  
Filtration Group®

- Spirit of mutual supportiveness between teams.

**Travel**

- This role may require up to 10% travel to visit customers, collaborate with team members, and participate in trade shows. Mostly in Europe.

**Physical Demands:**

- Standing – negligible
- Walking – negligible
- Sitting – up to 90% of the time

To apply, please send your CV and cover letter in English to [magalie.noel@filtrationgroup.com](mailto:magalie.noel@filtrationgroup.com).  
We're looking forward to working with you!