



CO-OP TRAINING

Marketing and Events Assistant

Choose Paris Region: is the international attraction agency for Paris Region, which promotes the region's influence on the international stage, and provides a high-quality welcome and services to investors, visitors and talent from all over the world, while ensuring the Region's sustainable and balanced development.

Division description:

The Events division is one of the agency's strategic divisions: with more than 40 diverse and varied events such as the organization of side and networking events, the Explorer Tour, pavilions at trade shows and our own trade shows, 7 people manage, organize and co-construct events to promote Paris Region's attractiveness and its ecosystem. These events can be held in France or abroad.

The Events division is one of the Marketing and Communications team's four divisions.

Your role & mission:

In collaboration with other members of the team and other departments in the agency, your role is to help design, set up and measure the ROI of events, and to implement the marketing and communications strategy linked to these events.

In this capacity, your tasks are as follows:

- Contribute to the organization and smooth running of events: partner management, relations with speakers, guests and target audience, coordination of resources (service providers, venues, caterers, entertainment) in line with the schedule and budget.

- Contribute to project management in conjunction with the agency's internal teams and external partners (prepare and report on steering committees) and analyze results.
- Contribute to the communications plan, draft messages and implement them on selected media and tools (print, web, social networks, videos) Write and create content: emailings, marketing materials, articles, success stories
- ...
- Help animate our social networks
- Help create videos
- Update content on the agency's website
- Draw up action reports

By joining our team today, you'll have the opportunity to:

- Acquire an excellent knowledge of marketing and event management
- Evolve in an agile environment
- Acquire project management skills
- Work independently

Desired profile:

- Postgraduate student (Bac +4/5: Business, communications or event management school)
- A first experience in a similar position in marketing and events would be a bonus; Knowledge of communication strategies and the development of communication plans
- Understanding of overall communications (messages, values, vision, ambition, event and digital communications, internal and external)
- Writing skills and editorial capacity
- Digital literacy
- Mastery of Microsoft Office and knowledge of current graphics software (such as Canva); fluent English ;
- You have previous experience in project management;
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Required qualities:

- Open-mindedness
- Creativity
- Customer focus and listening skills
- Thoroughness
- Communication
- Team spirit
- Proactiveness and initiative

- Innovative spirit

What we have to offer:

- Meal vouchers at Puxplee: 9.05 € meal voucher per day for lunch (60% paid by Choose Paris Region, i.e. 5.43€ and 3.62€ paid by you); Transportation:
- Choose Paris Region will refund 100% of the Navigo pass for every month worked;
- A gym: available on our premises, you can use it to boost your stamina;
- A flexible teleworking policy: 3 days a week
- Health and life insurance: Outstanding protection, 100% financed by Choose Paris Region;
- A €2.70 per day teleworking allowance;
- Certain benefits on social and cultural activities; 28 days of
- paid vacation per full year for employees;
- Vacation bonus: 1% of gross annual salary for summer vacation;
- An induction program including a training plan for each business line to help you
- gradually familiarize yourself with our tools and processes.
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Our values:

- Responsibility: We are aware of our actions' impact and take responsibility for our decisions and our respective perimeters. We are committed to meeting our commitments to our customers and acting ethically towards our employees.
- Curiosity: We encourage intellectual curiosity and continuous learning. We strive to stay at the forefront of new technologies and the latest trends to offer our customers innovative solutions that are tailored to their needs.
- Ambition: In our DNA and as part of our business, we're committed to the areas we're passionate about. We strive for excellence and are constantly working to improve. We set high targets and do our utmost to achieve them. We encourage our employees to push their limits and excel.

These values are at the heart of our corporate culture, and are shared by all our employees. They allow us to create a dynamic and stimulating working environment, where everyone can flourish and contribute to the agency's collective success.

Interview process:

1. Video interview with the Manager - 60 minutes
Objective: understand your background and skills HRD Virtual - 30
2. minutes
The aim of this discussion is to understand your skills, and validate your values with those of our agency.
3. On-site team meeting - 60 minutes

● We will endeavor to respond to your application as quickly as possible. (within 2 week). Whether our response is positive or negative, you'll receive an e-mail from us.

If you have any special requirements for the interview process, please let us know when you apply and let the Recruitment team know.

A presentation of the job offer will be made before the promise to hire is sent!