

BULLETIN EMPLOI

Juillet 2013

PROCEDURE DE DEPOT DE CANDIDATURE

✉ Envoyer votre CV par mail à emploi@esa.edu.lb en précisant dans le sujet de votre message votre nom et la référence du poste souhaité.

Exemple : Candidature Marie SAAB - réf 13BE-0714

✉ Une lettre de motivation est vivement recommandée.

Dépôt des candidatures avant le 23 juillet dernier délai

16 juillet 2013



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EMPLOIS PROPOSES AU LIBAN

01. FOR A MULTINATIONAL CONSULTING FIRM

Position

☞ MIDDLE EAST CRM MARKETING SPECIALIST - RÉF. 13BE-0701
Department : Marketing Communications
Report to : ME Marketing Coordinator and ME Marketing Director

CRM stands for “Customer Relationship Management”, a common marketing model in firms with large client data. The role is better represented as “CRM Project Manager”, where marketing, leadership, and training skills are more desirable than pure technical knowledge. They are looking for someone who can think ahead and has initiative, and who has the senior capabilities to coordinate with various parties to roll the system out in the region.

Required:

- *Marketing/Business education; Marketing experience*
- *Project management skills/experience*
- *Leadership skills*
- *Organizational skills: details, analytical orientation*

Desirable:

- *3 years of experience in marketing role*
- *Experience with report writing, flowcharting, and organizing projects or e-campaigns*
- *Experience with databases*
- *Experience with email marketing campaigns*

Mission

The individual will be the CRM expert and “go to” person for campaign execution in the ME, will help define and implement global CRM processes and best practices, and will help to continuously improve the CRM data, platform and usage for the region.

CRM Specialist for the Middle East (60% of time) :

- Become a CRM marketing “super user” – develop deep expertise to leverage the functionality of the platform to its fullest
- Work with extended teams to promote CRM as a business tool and company resource
- Develop regional collaboration process maps with all relevant stakeholders required to implement work plans
- Work closely with marketing and practice stakeholders to execute against marketing campaigns in the Middle East. Create targeted mailing lists and provide marketing best practices in support of requirements
- Create and present analyses and reports to support regional team needs
- Analyze data: understand gaps in information and suggest methods for improving the data as well as overall marketing campaign execution



Continuous Improvements for CRM ME (30% of time) :

- Proactively review regional team's data – work with EAs, CRM product team, and Data Stewards to improve data
- Manage/work closely with Executive Assistant (EA) champions to support EA community in maintaining and improving data integrity and implementing overall CRM processes
- Support the requirements development, testing, and implementation of new CRM functionality

Best Practices and Global Process Definition (10% of time) :

- Provide CRM advice to other regions as needed
- Actively participate in the global CRM Center of Excellence to create and share best practices
- Support the Center of Excellence in defining and testing global CRM processes
- Implement global CRM processes in the Middle East
- Collaborate with system owners in improving the existing platform and testing new CRM applications

Profil recherché / Requirements

- Related degree, e.g., in business or marketing
- In-depth knowledge of CRM systems and processes, ideally in a professional services environment
- Experience in marketing campaign design & deployment using CRM
- Understanding of email marketing functionalities in CRM
- Experience working with cross-functional teams and stakeholders
- Strong reporting and analytical skills
- Strong communication skills, oral and written
- Fluency in the English language
- Strong skills in Microsoft Office applications, in particular Excel, PowerPoint, Word, Outlook
- Basic HTML skills preferred but not required

02. HR DAGHFAL CONSULTANCY LTD

Position

☞ PROJECT SALES EXECUTIVE - RÉF. 13BE-0702A

Responsible to : Sales Development Manager

A challenging, rich, and exciting responsibility within an ambitious, professional, growing, passionate, and innovative team.

Mission

- To establish us as “the preferred qualified partner” of a professional target of decision makers and intermediaries: architects, interior-designers, consultants & specifiers, project developers, project owners, and purchasing managers
- To grow company sales-turnover

Key Accountabilities & Responsibilities

- Responsible to achieve (projects) sales objectives and gross-margin objectives
- Responsible to implement sales strategies, identify sales opportunities (new sales-leads & projects), and pursue these opportunities until deals are closed



- Responsible to develop and nurture a professional network of (among others) architects, interior-designers, consultants & specifiers, project developers, and property owners

Parallel Responsibilities

- Analyze market dynamics, needs, and trends
- Understand competition and recommend action plans to out-smart their services
- Provide reliable sales forecasts and ensure pipe-line projects are efficiently planned for
- Review and monitor performance, shift gear and apply necessary modifications as needed
- Maintain and update sales-leads records and clients fact-books
- Establish high industry-standards and exceed client expectations at service and product levels
- Offer creative solutions and innovative approaches

Profil recherché / Requirements

Profile & Attitude

- Commercially-minded
- Entrepreneurial, results-driven, initiative-taker, proactive, hands-on, resilient
- Highly-motivated, dynamic, pragmatic, curious, challenging, passionate, positive, extrovert, ambitious
- Team-player, ethical, eager to achieve success
- University graduate

Knowledge

- Knowledge of the furniture industry, manufacturers/suppliers, brands, and designers
- Technical knowledge of seating-solutions and complements
- Knowledge in the interior-design, furniture, and/or building materials industries
- Knowledge of the target-channel “bureaux d’architecture” / architects / interior designers
- Knowledge of the target-channel “HORECA” (Hotels, Restaurants, Cafeterias) and the Hospitality industry
- Knowledge of IT tools (Microsoft Excel, PowerPoint, Outlook, search engines)

Skills

- Excellent communication skills (written and verbal): English / Arabic / French (a plus)
- Excellent presentation skills and demonstration techniques
- Strong negotiations and influencing skills
- Financial skills to interpret and analyze sales and margins, prepare offers, and meet financial objectives
- Analytical
- Planning and organizing
- Problem solving

Position

☞ SOCIAL MEDIA COMMUNITY MANAGER - RÉF. 13BE-0702B

Mission

- Executing social media strategies
- Content calendar
- Content creation



- Community management on platforms
- Reporting & Analysis
- Buzz monitoring & listening reports and analysis such as daily and monthly reports

Profil recherché / Requirements

- Copy writing (English & Arabic)
- Graphic design skills (Adobe suite)
- In-depth knowledge of social media platforms
 - Facebook
 - Twitter
 - YouTube
 - Pinterest
 - Instagram
 - Tumblr
- Social media analytics tools
 - Socialbakers
 - Facebook insights
 - Twitter Analytics
 - Google / YouTube analytics
- Social media listening tools
 - Alterian
 - Synthesio
 - Synsomos



PREMIER EMPLOI

03. ALLIANZ SNA

Position

☞ RECRUTEMENT AU DÉPARTEMENT FINANCE - RÉF. 13BE-0703
Department : Finance

Mission

- Controlling over main reported accounting results
- Control over main KPIs
- Participate in planning preparation
- ALM preparation.
- Present Balance sheets and Income statements
- Cash flow preparation
- Client portfolio funds follow-up.
- Cash management follow-up.

Profil recherché / Requirements

- University Graduate holding an MBA degree in Finance
- Presentable with a sociable character.
- Team Player.
- Handle various tasks related to accounting, reporting and controlling and consolidation.
- Highly motivated and takes initiative.
- Analytical Thinking and result oriented.
- Trilingual with good communication skills
- IT proficiency in Microsoft office: Advanced in Excel and Power Point and Access.
- Preferable with multinational experience.
- Good reporting and writing skills.

04. HR DAGHFAL CONSULTANCY LTD

Position

☞ SEM EXECUTIVE - RÉF. 13BE-0704

Mission

Working closely with the Digital Performance Manager, you will manage SEM campaigns across some of the biggest domestic and international brands.

- Identifying and implementing strategies for increasing site traffic through organic listings for all the company websites (On-page Optimization)
- Continually monitoring organic search rankings to increase traffic and leads



- Performing link building strategies.
- Reporting of campaigns in a weekly report basis
- Tracking and analysing campaign effectiveness.
- Developing, implementing and maintaining paid search strategies and recommendations.
- Performing daily management of PPC
- Conducting keyword analysis/research and writing effective ad copies.
- Performing website analysis and consultation.
- Reporting of campaigns using Google Adwords
- Reporting of campaigns with in depth analyses on performance of keywords, ad copies, bounce rates, conversion rates, etc.
- Enforce Account, Optimization and QA processes and best practices for SEM, whilst working with closely with client leaders on digital team.
- Work collaboratively with team to translate strategic vision into tactical solutions and results, based on clients roadmap as well as proactively for account improvements.
- Stay on top of the latest industry updates for Google, Yahoo, and other vendors to suggest recommendations and ideas to clients.
- Ability to provide campaign performance and formatted slides for presentations
- Ensure tagging and measurement needs are met on all client projects
- Understanding of RTB, Facebook and YouTube advertising.

Profil recherché / Requirements

- Young dynamic individual
- Knowledge of Arabic and French would be an advantage
- 20 – 24 years old

Must have

- Facebook Bidding and Optimization through FBX (Must have)
- RTB knowledge and experience
- PPC expert: creating campaigns, optimizing, communicating success and testing/growing the account. Google certified.
- SEO expertise: Online, Offline and Link building

Nice to have

- Detail-oriented and highly organized multi-tasker.
- Result driven
- Excellent Internet skills
- Clear understanding and knowledge of SEM, SEO and Pay-Per-Click (PPC) advertising.
- Minimum diploma in IT, Advertising, Business, Marketing or Communications.
- Proficient in the use of office processing tools like Word, Outlook, Excel, etc.
- Proficient in the use of Google Analytics and other web analytics tools.
- Knowledge and experience with HTML.