



Marketing Content Coordinator

Comforts of Home, a leader in international student housing in Europe, seeks a Marketing Content Coordinator to support written collateral associated with a variety of marketing and communications programs.

Comforts of Home provides serviced apartment housing to thousands of foreign university students in France, Spain, and Italy. The company maintains offices in Florence, Rome, Paris, Barcelona, and Madrid, and expects to add additional European cities in coming years. The Marketing Content Coordinator will be based in the Paris office.

The company's software tools and web sites provide communications for most aspects of student account management, inquires, and service concerns, and advertise the company's products to students, universities, and student program providers. The role of the Marketing Content Coordinator is to manage these materials, including: development of marketing materials (campaigns, flyers, etc.) to support sales team in client prospections and conversion; development and maintenance of various sites to support communications campaigns for prospective independent student registrants and existing clients; incorporation and supervision of written communication materials into the company's property management system and other systems; added development of the company's sites in support of customer registration, service and communications via this system; and other online and offline communications needs that arise from time to time, including corporate web site, written marketing collateral, customer-facing marketing programs, and the like.

The Marketing Content Coordinator will assume responsibility for several areas, including:

- Internal coordination of content for customer-facing web properties, including product offerings in different countries for programs, institutions, and individuals
- Coordination and execution of material for web sites using this material, including providing content and supervising content accuracy for sites developed internally and with third party partners
- Support for other communication activities to prospective and existing customers in each market, including promotional notices, service emails and notices and, with growth, initiatives such as conferences and tradeshow and cultural programming in individual markets
- Supervision of basic digital marketing campaigns for partner programs, institutions, and independent student registrants, including site optimization, search engine advertising, and other digital promotions
- Coordination of information related to these activities for third-party agencies engaged by the company for software and marketing development
- Contract management: writing new partnership contracts and updating existing contracts
- Coordinating additional marketing materials including graphic collateral and photos
- Overseeing the company's online reputation (such as on review sites)
- Internal coordination of content for the company's property management system, including customer service correspondence, student registration and account information, housing and other policy information, and verbiage associated with all customer- and client-facing components of the system

comforts *of* home

- On an occasional basis, provide back-up support for communications with marketing partner inquiries and student reservation requests.

Preferred experience and qualities:

- Several years' experience in content development for web properties with both business and consumer components
- Experience managing published content for consumer use
- Comfort with basic quantitative aspects of product presentation and pricing plans
- A working knowledge of with basic internet marketing tools, such as Google Analytics or basic web presentation software (Squarespace, Wordpress or the like)
- Knowledge of MailChimp is a plus
- Fluency in English is required, preferably at a native level
- Required personal qualities include the ability to multi-task, energy, independence, and eagerness to be a part of a growing, fun and thriving team.

Contract and salary: commensurate with experience.

Please send your CV and cover letter to paris.jobs@get-comfortable.com