



woodoo.com

FULL TIME / PARIS, FRANCE COMMUNICATION & INFLUENCE MANAGER M/F

1 OUR MISSION

We believe in a future where nature and technology could blend, to address the next technological challenges.

Woodoo is specialized in groundbreaking biomaterials based on the structural transformation of wood at the molecular level. Our wood materials can be translucent and tactile, or 4 x sturdier and weather resistant, with applications in automotive, aeronautics, luxury or consumer electronics. We are here to help the industry reduce its carbon footprint by providing alternatives to carbon-emissive materials. We strive to produce renewable materials from regenerative forestry. Woodoo has won more than 40 major international and national awards (from MIT, World Economic Forum, Horizon H2O2O, Solar Impulse Foundation...).

2 JOB DESCRIPTION

Woodoo Communications Team is looking for a **Communications & PR Manager that will be responsible for helping lead the day-to-day operations of our media relations, communications and events programs.** You will work closely with our internal teams including marketing, sales, product development and CSR. As the second member of the team, you will be reporting to and partnering closely with our SVP Communications, Marketing & Impact to increase awareness and develop an enviable corporate image. You will drive plans that support the company's goals across a variety of audiences including the industries of mobility, luxury, retail and construction, the financial community and the media.

The successful candidate will be an autonomous, fast moving multi-tasker with a **strong understanding of deeptech products and corporate BtoB communications**, the changing media and social networks landscape and with experience working with key journalists and influencers.

At Woodoo, we are not just building our brand trust, we are at the forefront of the new materials revolution. This is a rare opportunity to storytell at the intersection of some of today's most significant global challenges: sustainability, decarbonation, innovation and regenerative forestry. A deep love for wood is not only a plus. It is required.

3 YOUR RESPONSIBILITIES

- Co-develop a marketing communications plan including strategy, goals, budget and tactics
- Develop and maintain relationships with key reporters and journalists (France, US and Europe), seek high-level placements in print, broadcast and online media, and drive impactful proactive stories
- Create content for press releases, articles and for social media, to engage audiences across traditional and new media
- Build relationships with thought leaders to grow industry awareness
- Lead the participation of Woodoo in trade-shows and events
- Oversee the creation and optimization of the website and the digital contents
- Maintain a keen understanding and benchmark of the industry trends and the competition, and make appropriate recommendations regarding communication strategy
- Develop and maintain communications materials and foundational programs including reporting, dashboards, coverage analysis, etc.
- Manage 2 junior talents and participate to the development of the team



SME Instrument
Phase 2



European Innovator
of the year



Fulbright for the
Future Prize



World Alliance Award



Global Shapers Award



SME Innovation
Associate



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4 YOUR QUALIFICATIONS AND SKILLS

- 6+ years relevant experience in innovation, deeptech and/or biomaterials environments
- Excellent analytical and organization skills, an ability to meet deadlines, a sense of urgency, and attention to detail
- Outstanding writing, editing, and verbal communication skills
- **Thorough command of the French and English languages (both spoken and written)**
- Understanding of the media landscape, a bonus if you bring relevant reporter relationships
- Proven success in driving successful announcements and stand-alone media stories
- BA/MA degree in Marketing, Advertising, Communications or a related discipline

5 FEELING LIKE JOINING OUR TEAM?

Please send us your resume and detailed motivations to olivier@woodoo.com

To apply directly on our website, [click here](#)

For faster internal processing, please name your documents as the following: Forename Surname_CV or CL.

Feel free to add any miscellaneous document that can support your application. We will make sure to review your application and get back to you within 48h.

Woodoo is committed to building a diverse team and an inclusive environment where all employees belong. Women, gender-expansive individuals, people of color, of all ages, individuals with disabilities, and LGBTQ+ candidates are strongly encouraged to apply.



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