

# MARKETING & COMMUNICATION LEADER

## Join Frequentiel and Shape the Future of Retail Technology!

### About Us:

At Frequentiel, our mission is to revolutionize the sales experience by providing an effortless way to track and manage every product. We are at the forefront of the RFID-led retail revolution, offering solutions that empower retailers to track products at the individual unit level, from warehouses to delivery centers and points of sale. With our innovative approach, we aim to reduce waste and low-value tasks for retailers while enhancing sales and meeting consumers' specific needs and ESG standards.

Frequentiel's flagship solution, Octo+, has achieved a remarkable Product Market Fit, with over 30 delighted enterprise clients and a rapidly growing global demand, including some of the largest and most influential potential clients.

### Your Opportunity:

In light of this success, we are on the lookout for exceptional talent to build and lead our Marketing & Communication department, aligning with our overall strategy. As a key player in our team, your mission will be to:

- Craft and execute Frequentiel's marketing and communication strategy.  
Elevate brand awareness and communicate Frequentiel's value to enterprise clients and partners.
- Generate high-quality leads and support new go-to-market (GTM) initiatives.
- Shape the marketing landscape with a high degree of independence.

### Your Responsibilities

- Lead and manage a 360° marketing and communications approach, from outbound to inbound communication, content creation, field communication, and lead generation.
- Gradually build and lead a high-performing marketing team, in close collaboration with Product, Sales, and company leadership.
- Develop a strategy and action plan that caters to both the American and European markets.

### Ideal Profile:

We are seeking an ideal candidate who embodies the following qualities:

- First-hand experience in B2B Marketing & Communication, preferably in a SaaS or Tech environment.
- A strategic thinker and hands-on doer, capable of efficiently managing priorities. Data-driven and ROI-conscious, with the ability to handle a growing marketing budget.
- A strong communicator skilled in simplifying complex concepts to create impactful and consistent messaging.
- Enthusiastic about exploring and implementing tools to enhance work efficiency.
- A team player who inspires and listens to others, understanding diverse departmental needs.
- Thrives in a startup environment, with a high level of autonomy and efficiency.
- An affinity for tech and product issues, with knowledge or experience in supply chain or retail sales operations as a bonus.
- Fluent in English and French, with knowledge of additional languages (Arabic, Italian, German, Spanish, etc.) considered a plus.

Frequentiel has offices in Paris / Miami / Toulouse / Lille / Bordeaux...  
Other European locations could be considered for this role.

**Join us in revolutionizing the future of retail technology and be part of an exciting journey at Frequentiel!**

For applying, send your Resume to: [jobs@frequentiel.com](mailto:jobs@frequentiel.com)