

## **MARKETING AND COMMUNICATION RESPONSIBLE For an innovation and technological laboratory**

### **Full Time Position or Internship**

<b>Reference</b>	<b>: CH_JOB_20_04_MC</b>
Publication Date	: 2020-10-22
Activities	: Marketing and Communication
Education Level	: Bachelor or Master
Duration	: Full Time Job or Internship
Seniority	: -
Start date	: November 2020
Location	: Valencia, Spain
<b>Answer to</b>	<b>: jobs@caponnetto-hueber.com</b>

### **1. Caponnetto-Hueber Presentation**

#### Background:

Caponnetto-Hueber is an innovation and technological laboratory specialized in fluid dynamics and energy efficiency. The company provides naval architecture solutions, innovative concepts, fluid dynamics services and products for the maritime world.

Caponnetto-Hueber main topics of expertise are hydrodynamics, aerodynamics, shapes optimization and numerical simulations (CFD i.e. Computational Fluid Dynamics)

Caponnetto-Hueber has been involved with America's Cup for more than 2 decades and has won it several times.

#### Services:

Caponnetto-Hueber provides innovative services in fluid dynamics, using high-end methodologies and tools for naval architects, yacht designers, shipyards and ship owners to improve design, performances and efficiency, to lower consumptions and emissions.

- Innovative Concepts
- Design
- Naval Architecture
- Foiling Yachts
- Computational Fluid Dynamics (CFD)
- Hydrodynamics
- Aerodynamics

#### Main current projects:

- Innovative concepts and solutions
- Flying electric boat design and flight control
- Mega-yachts hydrodynamics and CFD
- Propellers design and hydrodynamics
- Racing and cruising sailing yachts hydrodynamics and CFD
- America's Cup (36<sup>th</sup> AC)
- R&D

The company is currently expanding its workforce and is willing to integrate motivated and hardworking professionals who want to work in a competitive, high-technological and international sector.

The design office is located within the Marina of Valencia, Spain.

## 2. Collaborator Profile

You want to tackle the economic and environmental challenges which the transportation and energy sector are facing, come and join our team and work directly with our general manager to develop the company visibility in order to spread the technological innovations that the technical Lab is developing to create a sustainable and energy efficient industry.

### Profile:

- Business, Marketing and/or Communication Bachelor, Master or equivalent

### Job Description:

You will be in charge of the marketing and communication of the company.  
You will work with the company general manager and report to him directly.  
Your main tasks will be:

- Lead the company communication
  - o Communication strategy
  - o Press releases and newsletters
  - o Media presence and social media
  - o Visibility campaigns
- Lead the company marketing
  - o Marketing strategy
  - o Digital marketing
  - o Services, products and innovations
- Redesign and upgrade the company image and identity
- Redesign and upgrade the company Website
- Prepare and coordinate the company participation at boat shows, fairs and events
- Develop and consolidate collaborations, partnerships and suppliers
- Develop and manage consultants (graphic designer, web developer, communication agency, etc...)

### "MUST":

- Fluent in English and Spanish
- Background in Business Development, Marketing and/or Communication
- Proficient with the Office suite (Word, PowerPoint, ....)
- Able to write and present content with proper style and taste
- Graphic design skills to create PowerPoints, Brochures, Newsletter designs, etc...
- Organized, precise and able to make synthesis
- Adaptable and able to take in charge additional tasks to support the general manager
  
- Resourceful, proactive, adaptable, dynamic, making things happens
- Autonomous with the capacity to take decision
- Humble and able to work within an international team
- Willing to be an actor in the fight against climate change

### "PLUS":

- Native English
- Italian or French knowledge would be useful
- Graphic designer skills
- Web designer skills
- Sales experience
- Passionate about innovation and technology
- Passionate about the ocean and water activities

Other Requirements:

Due to the nature of our work and the level of excellency that we need to maintain and always increase as a group, we look for professionals who are passionate, highly motivated, eager to learn and develop new competences, who are pro-active and make things happens, who are not afraid of challenge and are willing to push themselves to be the best individually and collectively, who are team players and are able to share their knowledge and their motivation with the group, are open-minded, creative, curious and responsible of their projects and tasks, who wants to push technology to the limits and who are willing to be part of an very international group who aim to be the leader in innovation and technology in the nautical and maritime industry.

Contact us at **jobs@caponnetto-hueber.com** using the offer reference in the tittle and include your **CV and references in English are mandatory.**