

Sales & Marketing Intern Bordeaux / Partial Remote

LaSource is a consulting agency working closely with high-profile startups, tech companies, and sports and media organisations to create and implement business strategies that accelerate growth and shape the future of the Sports industry. By bringing together leading sports organisations (PSG, SkySports, LNB, LaLiga, DFL, Chelsea, Canal+ etc.) with the sports innovation ecosystem, LaSource allows them to combine the pieces of a shifting industry.

What we do:

For SportsTech Companies: we provide end-to-end services covering Business Intelligence and development, Brand Positioning, Investment strategy and more.

For Sports Organisations: we provide tailored, business-driven strategies to anticipate the future, professionalise and ensure growing revenues in a rapidly changing landscape.

Job role:

As Sales & Marketing Assistant, you will handle customer information tracking, provide business departments with report materials and data for various meetings, keep track of customer needs and help with the organization of the business team.

Main missions :

- Sales:
 - Data Entry and Management
 - Customer Interaction Tracking
 - Lead Management:
 - Assist in capturing and qualifying leads.
 - Assign leads to appropriate sales or support teams.
 - Task and Activity Management
 - Streamline routine tasks to improve efficiency.
 - Collaborate with other departments to ensure seamless integration of CRM with other systems (e.g., marketing automation, sales tools).
 - Assist in segmenting customers based on various criteria.
 - Support targeted marketing efforts by providing segmented data.
 - Collaborate with sales, marketing, and customer support teams to ensure a unified approach to customer interactions.
- Marketing:
 - Manage podcast post-production
 - Social Media: animation of LaSource social networks (Twitter, Instagram, LinkedIn)
 - Support LaSource clients on their Business & Marketing developments (Reporting, SDR, Brand positioning)

Requirements:

- Dynamic and proactive approach
- Curious
- Experience in a similar position
- Strong reporting skills
- Excellent presentation and communication skills
- Team spirit
- English and French language are required for this job

Location: Bordeaux / Partial Remote

Contract length: 6 months

Starting date: January 2024

Salary: TBD

To apply, please send your CV and a cover letter to the following email address: marketing@lasource.io