

Location: Sophia-Antipolis, France
Employment type: Experienced Professional
Contract type: permanent contract

Ref: **MKT_MNG_FR**

MARKETING MANAGER

The Automotive industry is living a revolution. Electrification, autonomous driving, diverse mobility, connectivity are trends that are drastically changing the industry's rules. Among all decisive topics revolutionizing cars in the next future, Silicon Mobility is committed to support the rapid advent of electric and hybrid cars.

Silicon Mobility is a technology leader for cleaner, safer, and smarter mobility. The company designs, develops and sells flexible, real-time, safe, and open semiconductor solutions for the automotive industry used to increase energy efficiency and reduce pollutant emissions while keeping passengers safe.

The Company is opening an “**Marketing Manager**” position in its head quarter ideally located in the Sophia-Antipolis Technology Park on the French Riviera.

You are a brilliant and passionate marketer in embedded systems focused on future technology trends and opportunities within automotive sector? You want to support the development of disruptive products accelerating the electrification of car and contribute to lower the transport impact on environment? At Silicon Mobility, we like to light up our employee's potential. Are you up for the challenge? Contact us: send your resume and cover letter to hr@silicon-mobility.com

ROLE & MISSIONS

As part of the marketing team, you will be in charge of supporting the strategic marketing and business development activities by analysing market trends, identify new market segments and applications opportunities, define new product requirements, define go-to-market strategy.

Primary responsibilities of the position includes:

- Analyse future system requirements and technology gaps within the automotive processor semiconductor/software and vehicle electrification, including running competitor analysis, performance and pricing.
- Work closely with customers and internal teams (sales, product management and R&D) to:
 - o Identify new market segments, develop specifications for new products required to penetrate these markets, and define future product roadmap.
 - o Formulate business cases to support new products and present these business cases to senior management.
- Build Marketing Requirement Documents (MRD) for new products and/or new application segments, including high level definition, competitive analysis, pricing, cost structure, SWOT analysis, business plans and go-to-market plans.
- Develop fact bases - sourcing and synthesizing wide ranging information such as automotive client research, semiconductor and software market insight and existing customer data to create strategic insight to ensure that Silicon Mobility have a competitive advantage.
- Create key messaging and positioning statements of OLEA® solution based around your findings.
- Promote new solutions to key customers, generate and drive Go-To-Market plans.



- Manage ongoing discussions with sales and product marketing to align on segment-specific marketing campaigns and messaging needs.
- Develop partnerships with major automotive OEMs, Tier-1s, internal and external technology partners and business stakeholders.
- Deliver and enhance effective segment specific sales tools (sales decks, collateral, nurture campaigns).
- Collaborate across marketing and sales to deliver collateral, web content, emails, event messaging, strategic communications and other assets to drive prospect engagement.

The position requires pro-active involvement with all departments of the Company.

REQUIRED SKILLS AND EXPERIENCE

EDUCATION:

- Master's degree in electrical, electronic or embedded system engineering

TECHNICAL SKILLS & EXPERIENCE:

- Ideally, a minimum of 5 years' experience in a marketing role at a embedded system provider or Tier 1 automotive supplier. Previous experience in customer facing roles such as Applications Engineering or Product Development role would be a distinct advantage.
- A solid understanding of the automotive market, ideally related to the EV/HEV sector such as motor control, power conversion or charging (OBC), including the key players eco-system and trends.
- Evidence of identifying new opportunities, defining roadmaps, and future products for new application use cases.
- Ability to translate technical issues to ROI.
- Goal driven, ability to set clear objectives and measure results.
- Actively participate in industry partnerships and alliances.
- A technical background ideally within automotive or power semiconductors, embedded software systems or automotive technology.

LANGUAGE SKILLS:

- Fluent in English
- Ideally knowledge in French, German or Mandarin is a plus.

BEHAVIORAL SKILLS:

- Self-motivated, pro-active, flexible and willing to accept new challenges.
- Able to work across different teams within Silicon Mobility to understand their individual needs and constraints.
- Demonstrate strong communication skills at technical and management levels.
- Willingness and ability to travel internationally.
- Willingness to work in a start-up environment.