

BUGATTI

COMMUNICATIONS SPECIALIST (M/F/D) —BG-V/C



Contract : CDD

Maternity leave replacement

Date of start : 01/03/2025

Location : Molsheim, France

REQUIREMENTS

- Bachelor's degree in marketing or communications
- More than 3 years' experience in marketing or communications in the luxury sector, e.g. automotive, hospitality, fashion

SKILLS

- Team spirit and a sense of service
- Creativity and initiative
- Dynamic and pro-active
- Ability to work independently with a high degree of autonomy and anticipation
- Sense of responsibility and confidentiality
- Performance and results-oriented
- Excellent writing and speaking skills
- Fluent in English, good knowledge of French

TASKS

Implement the yearly communications plan based upon the overall communications goals on the different brand-owned channels :

- Prepare, coordinate, implement, support, and follow up on all digital communications activities on the brand-owned channels
- Plan, organize and implement press events and press activities including press releases send outs in Molsheim and off-site
- Plan and coordinate all content creation including photo and video shoots on- and off-site
- Assist in the publication, preparation, support, and follow-up of events involving BUGATTI's management and other senior executives during media interviews, public appearances, or internal productions
- Assist partners and dealers with the deployment of their own communications strategy in alignment with the BUGATTI one
- Support internal and external teams with the implementation of the BUGATTI CI/CD and development of marketing collaterals
- Coordinate international agencies
- Handle external inquiries on the basis of own research and within the framework of the agreed communication strategy

Apply with your CV and your cover letter stating the above position to recruiting@bugatti.com