

Experian

Experian is the leading global information services company, providing data and analytical tools to clients in more than 90 countries. The company helps businesses to manage credit risk, prevent fraud, target marketing offers and automate decision making. Experian also helps individuals to check their credit report and credit score, and protect against identity theft.

Experian plc is listed on the London Stock Exchange (EXPN) and is a constituent of the FTSE 100 index. Total revenue for the year ended 31 March 2010 was \$3.9 billion. Experian employs approximately 15,000 people in 40 countries and has its corporate headquarters in Dublin, Ireland, with operational headquarters in Nottingham, UK; Costa Mesa, California; and São Paulo, Brazil

For more information, visit <http://www.experianplc.com>.

Experian is currently looking for a

Marketing Manager - Italy

responsible for growing the country Sales through:

- planning, development and execution of the Italian Marketing strategy;
- client/competitor analysis;
- development of PR strategy for Italy, (including events, conferences and campaigns).

In coordination with EMEA central marketing teams.

The chosen candidate needs to establish a working relationship with relevant stakeholders (both internal and external) as well as joining forces with Business Line leaders and Sales Managers on the development and delivery of Marketing activities.

The candidate will be required to have the following Skills:

- ✓ Degree in Economics / Marketing & Communication or relevant subjects
- ✓ 4+ years experience in a similar position in a multinational environment with proven hands on skills;
- ✓ Strong customer and business understanding;
- ✓ High professional standards, very strong drive on efficiency and result orientation;
- ✓ In depth experience with online Marketing tools (webinars, content management systems, mailing, site management, lead generation etc);
- ✓ Experience in dealing with PR and media;
- ✓ Excellent presentation skills;
- ✓ Finely tuned project and time management skills;
- ✓ Significant experience in professional events and conference activities.

A strong communicator together with a positive attitude and solution focused approach to collaboration will complete the profile.

This selection is referred to candidates endeavouring to exploit their current experience/skills as well as looking to find opportunities to develop their career within a dynamic environment.

This position will report to Head of Operational Marketing EMEA and will be based in Milan or Rome, frequent travel will be required.

Fluency in Italian and English are essential for this role. Any other languages are an asset.

The selection is open to both male and female candidates. If you wish to apply for this role please send you CV (with the authorization for the treatment of your personal data (art.13 D.Lgs 196/03) to the following e-mail: emma.downing@experian.com with the reference Rif. Marketing Manager.

Closing Date: 26th July 2010