

# Institutional Marketing Internship / 6 months

- Company : **CPR AM**
- Location : **Paris, 75015**
- From : **September 2019 for a 6-month period**
- Department : Marketing & Communication
- Managers (N+1, N+2) : Florence TERRIS, Vanessa COTTET

## ▪ Environment

CPR AM, wholly-owned subsidiary of Amundi Group, serves a broad client base (Corporates, Insurance companies, Pension Funds, Private Banks, Asset Managers, and wholesales clients including IFAs in France). CPR AM covers the main traditional asset classes, including Thematic and Quantitative Equities, Multi-Asset, Fixed Income, and Convertible bonds. The company manages more than 47.5 billion euros as of December 2018.

International development is a major milestone in the execution of its strategy. The company's goal is to strengthen its presence abroad, notably in Europe, Asia and in the Middle-East while achieving half of inflows outside France by 2020. In order to enhance visibility of its expertise worldwide, the company considers that an efficient communication strategy is a key driver for success.

To that respect, CPR AM's Marketing and Communication department is looking for an International Institutional Marketing Intern to assist and help the Head of Institutional Marketing for RFP and Due Diligences on a specific product or the corporate profile of the company.

The successful candidate will thrive in a fast moving and growing "entrepreneurship" environment, which comprises multiple demands and challenges but offers the opportunity to deliver considerable value to the business. An enthusiastic and positive behaviour is critical to add energy and ideas to an extremely talented team. The ability to operate accurately at pace is essential.

## ▪ Major responsibilities

Working closely with sales and portfolio management teams:

- Reviewing existing content on the company and CPR AM expertise (example: ESG, multi-factor investing, thematic equities, inflation-linked bonds, etc.),
- Writing content on new expertise in collaboration with management teams,
- Contributing to due diligence questionnaires on the company and products of our range in order to reference our offer to the distributors or to consultants databases,
- Participating in RFP kick-off meeting up to the finalisation of the file.

## ▪ Specific skills

- Excellent communication skills, both written and verbal
- Effective planning and organizational skills
- Excellent ability to write content or proof-read in English and to cover a wide range of topics in an extremely fast moving environment
- Ability to build and maintain strong working relationships with marketing, sales and fund management teams
- Strong accuracy and attention to detail when writing material

## ▪ Candidate profile

- Education: Finance and / or Marketing background
- Graduate degree: Bachelor/Master
- Computer literacy: comprehensive knowledge of Microsoft Office
- Language: English (fluent and more), French

- **Contact** : Kelly SCHAEFER, Institutional Marketing & RFP team – [kelly.schaefer@cpr-am.com](mailto:kelly.schaefer@cpr-am.com)