

Job opening

Electude (www.electude.com) is the world's leading automotive e-learning company. Built on a quarter century of experience in providing students with the most effective, engaging and enjoyable method of learning. Electude prides itself on focusing on equipping instructors with the techniques, tools and training to give students the best educational experience possible. With 500,000 users, including 50,000 teachers and 5,000 customers in over 50 countries spread over 6 continents and available in 35 languages, Electude is a fast-growing global business.

We are currently looking for a fulltime:

Communications Director

Initially working from a home office or from the company office in the Boston area, you will report directly to the Chief Commercial Officer. The Communications Director will be directly tasked with online marketing & communications as well as managing and expanding the new international communications department. This is a unique opportunity to drive the creation of a new international online marketing strategy and organization.

Duties and responsibilities

- Establish and drive a multi-channel communications strategy to increase demand for Electude's solutions
- Direct and hands-on management of online presence and social media campaigns.
- Prepare and manage all communications material.
- Develop brand voice and maintain brand integrity across all platforms and for all stakeholders.
- Manage PR, media relations and develop contacts with media members, influencers, and community leaders.
- Lead a team of communication, marketing, and design professionals.
- Assist in the creation of digital, video, audio and print content.
- Track engagement across various platforms and make data-driven decisions.
- Manage presence at industry events, trade shows, and conferences.
- Overseeing the annual communications budget and ensuring its use is fully maximized
- Work with Product Marketing on product rollout schedules in different markets

Your profile

- 10+ years' experience in (international) communications, specifically online and social media
- Bachelor's degree, preferably in Marketing/Communications. A Master's degree would be an advantage
- Fluent in written and spoken English. Proficiency in Spanish and/or other languages is a plus
- Demonstrated knowledge and proficiency with communications technologies
- Experience with search engine marketing, Google Analytics, and Google AdWords
- Impeccable copywriting and copy editing abilities
- Extensive knowledge of- and direct experience with social media platforms and social media marketing
- BtoB and trade fair marketing experience is a plus.
- A self-propelling go-getter with a lot of drive and energy
- Excellent verbal communication and presentation skills

What can you expect from Electude?

- Best in class product knowledge and a leader in its field
- Competitive compensation package
- A multinational organization, with horizontal and direct communication structures
- All-hands-on-deck work environment with a flat management structure
- Opportunities for further development in company-wide (international) projects

To apply

Please address your letter of application with your CV, by email, to hr@electude.com, for the attention of Thomas Snyder, Chief Commercial Officer.