

Company
Description

Our client: A recently created and world-class software company in Bilbao.

Information

 Deadline: 2020-03-01
 Category: Business
 Province: Bizkaia

 Country: Basque Country
 City: Bilbao

Company**Ferruelo y Velasco****Main functions, requisites & benefits****Main functions**

Job purpose: Lead branding and communication activities within the company, directly reporting to CEO. Functions: Conceive, define and implement company branding strategy. Define and develop brand architecture both as a software company and as an employer. Ensure that the brand value proposition is strong and consistent across all channels. Prepare, control and report yearly budget and plan. Raise and develop communication topics together with partner agencies and freelancers. Structure, develop and improve corporate website supported by external providers. Define and execute SEO/SEM strategy and tactics. Coordinate content distribution in specialized media, controlling company broadcasting resources (website, social media, internal newsletter). Create and develop branding elements (graphic, merchandising, brochures, product UX) together with external providers. Conceive and organize events to promote software among sales force and the community.

Requisites

University graduate degree, preferably Journalism. Minimum experience of 5-10 years in similar positions related to Corporate Communications and/or Branding. Special consideration will be given to those candidates with experience in Software and Industrial Marketing. Excellent level of English. German will be positively valued. Particularly important are the following skills: strategic and analytical mindset, ability to negotiate and to be self-driven, flexibility, a collaborative work style, proactivity and involvement.

Benefits

It offers: An excellent opportunity for professional development in a highly stimulating environment with top-level infrastructures and an internationally recognized team. It involves an indefinite contract and competitive salary in accordance with the level and responsibility of the position.