

Public Affairs and Marketing Director

As a leading LFP battery manufacturing company in Europe, we are seeking a qualified Public Affairs and Marketing Director to join our motivated and dedicated team and take responsibility for activities related to forming a marketing department, developing and managing the company's marketing and communication strategy. This is a full-time on-site role, responsible for delivering the public affairs agenda, managing local community engagement, building trust in and advocacy for the corporate brand, and risk management as it relates to ElevenEs' reputation, long-term goals, and strategic projects development and execution.

Responsibilities:

- Lead strategic marketing objectives based on current and future ElevenEs business goals and market segments.
- Oversee effective delivery of external communications, ensuring alignment of key themes, messages, and content.
- Collaborate with the sales team to ensure alignment between marketing and sales strategies.
- Project, scope, and manage the marketing budget within the constraints of the company's evolving business stages.
- Mentor and develop the marketing team, fostering a collaborative and innovative work environment.
- Develop and approve corporate position statements/FAQs, coordinating media spokespeople.
- Create and implement campaigns to increase brand visibility, including digital marketing, social media, PR, and marketing communications.
- Plan and use external communications to influence, educate, and inform stakeholders about ElevenEs' purpose, sustainability ambitions, and aims.
- Monitor public opinion and media perception of the company's activities and business, and educate the broader public about the company's activities and future plans.
- Track and analyze key performance indicators (KPIs) to measure the effectiveness of marketing campaigns and initiatives and adjust strategies to achieve optimal results.
- Work closely with the product development team to ensure that marketing strategies align with product launches and enhancements.
- Participate in and represent the company at various events to promote and establish new significant connections, and lead all conferences initiatives.

What you will have at ElevenEs:

- Competitive salary.
- Flexible work schedule.
- A work culture focused on mutual success and continuous growth.
- Autonomy in work and space for implementing ideas and initiatives.
- Opportunity for visibility and advancement within a rapidly growing industry.
- Sense of pride for working in the first high-tech lithium-ion battery production company in Serbia.
- Assistance and support in the case of relocation.

Required Qualifications:

- Bachelor's degree in Marketing, Communications, or a related field.
- Minimum of 5 years of experience in leadership positions in marketing within an international environment.
- Ability to quickly gain technical knowledge and commercial acumen of the batteries business to effectively influence stakeholders in all areas.
- Proven ability to lead and grow a marketing team.
- Advanced English language proficiency (both written and spoken).
- Excellent writing skills and the ability to express technical and business concepts into a clear and impactful narrative.
- Ability to accommodate a fast-paced work environment and flexibility to travel to business events as needed.
- Work experience in manufacturing companies is preferred (e.g., chemical, automotive industry).
- Enthusiast about green technology and sustainable energy.