

Director of Communications

Location: Arlington, Virginia

About Fluence

Fluence, a Siemens and AES company, is the leading global energy storage technology solutions and services company that combines the agility of a fast-growing technology company with the responsibility, expertise, vision, and financial backing of two industry powerhouses. Building on the pioneering work of AES Energy Storage and Siemens energy storage, Fluence's goal is to create a more sustainable future by transforming the way we power our world. The company offers proven energy storage technology solutions designed to address the diverse needs and challenges of customers in a rapidly transforming energy landscape, providing design, delivery and integration capabilities in over 160 countries.

Job Description

Are you a persuasive and authentic storyteller and a passionate advocate that enjoys giving a voice to a mission driven company? Do you want to build a world leading brand and be part of one of the largest transformations in history? If so, keep reading!

As the Director of Communications, you will be responsible for telling the Fluence story and building the awareness of and excitement for Fluence among our targeted customers, stakeholders, and shareholders. You will serve as the head of media relations and work closely with key journalists, will lead our social media strategy, and support both investor relations and internal communications activities.

You will report to the VP of Strategic Marketing and Communications and be a member of that team. While you will not have any direct reports when you start, you will be managing a global PR agency and contractors and have the ability to take on more responsibility within a rapidly growing company. You will also work very closely with the senior executive leadership team, including the CEO, COO, and CFO, to build their voice externally and ensure alignment and achievement of the company's objectives.

Key Responsibilities Include:

Messaging & Communications Strategy (25%)

- Build and execute an effective communications strategy that includes public relations, social media, internal communications, and investor communications.
- Continue to progress the company's core messaging, create the overall media strategy, and maintain the editorial calendar.
- Enchant our audiences by developing persuasive and engaging stories that are to be delivered using the most appropriate channels.
- Raise the profile of the CEO, COO, and other members of the senior leadership team and support executive communications.
- Coordinate communications strategy with our investors, Siemens & AES.

Public Relations (25%):

- Manage key media relationships across major business, financial, and trade publications. Occasionally serve as a media spokesperson. Monitor news stories and decide on when and how to engage.
- Drive and execute on the company's public relations strategy to build awareness and excitement about the brand with customers, key stakeholders, and the media.
- Develop press releases, execute media pitches, manage 3rd party public relations and other regional marketing consultants.

Social Media (25%):

- Build an audience of engaged followers on social media platforms such as Twitter, LinkedIn, and Facebook.
- Manage our employee engagement tool to amplify news across the social networks of our Fluence team.

Internal communications & Marketing Support (25%)

- Lead internal communications, including developing content and copy for company-wide meetings and communications.
- Support broader marketing campaigns in the Americas and Europe.
- Develop clear, concise, and creative copy for blog posts, awards, trade publications, newsletters, social/digital media, and native ads.

Qualifications

The ideal candidate will be self-motivated, always looking for ways to improve the company, a strong team player who works well across the organization and takes great pride in the quality and precision of his/her work.

- Mission driven with a strong desire to transform the way we power our world through the deployment of new technology.
- Excitement about communications, persuasive story-telling, and proven ability to build an audience and following, including among key journalists and media outlets.
- Clearly articulate thoughts, synthesize and translate complex information into exciting and persuasive communications.
- Growth mindset and a desire to learn continuously, work hard, be detail oriented, analyze, and experiment. Self-motivated and dependable.
- Strong ability to write. You will be responsible for drafting and editing all sorts of documents and communications.
- Comfort using data and analytics to develop insights from the latest news and trends in the market.
- Strong knowledge of social media tools and strategy and proficient in the use of Twitter, LinkedIn, and Facebook. Proficient in MS Office Suite, Hubspot, Google Analytics, Adwords, and other marketing/sales tools.
- BA/BS in Marketing, Communications, Journalism, or similar.
- 8+ years of demonstrated communications, PR, and/or journalism experience within a fast-paced organization in the energy storage, solar, wind, or broader energy industry or with an agency or company that covered these industries.
- Agility needed to adopt to changing priorities and capability to interface with all levels of the organization dispersed across the world.
- Excellent English communication skills (written and verbal). Proficiency in a second language (Spanish, German, Portuguese, French, or other) a plus.

Qualified candidates are requested to submit a resume and cover letter at careers@fluenceenergy.com for consideration.

Fluence **IS AN EQUAL OPPORTUNITY EMPLOYER** and fully subscribes to the principles of Equal Employment Opportunity, to ensure that all applicants and employees are considered for hire, promotion, and job status without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, marital or familial status.