



Global communication & employer branding Manager

Would you like to contribute to the global drive toward electrification?

Noratel is a global manufacturer of power magnetics. Our vision is to become the leading strategic partner of high-class solutions for electrical transformation worldwide by delivering outstanding quality, service, competitiveness, and innovation that will help our customers succeed in their markets.

Our success will encompass the well-being of our existing and future employees and minimization of our carbon footprint.

About the role

At Noratel our employees drive the success of the company. As an employer with a global footprint, we strive to attract top talents and strengthen Noratel as a great place to work for current and future employees. We are therefore looking for a skilled professional who can coordinate our employer branding activities and participate in shaping our employer branding strategy. Noratel hiring needs span from a wide range of disciplines across all our departments in every group company globally; engineering & design, production, sales & business development, finance, and supply chain. The person we are searching for needs to be a Noratel ambassador and facilitate making Noratel stand out as a great place to work.

We are looking for an experienced **global communication & employer branding manager** to join our dynamic and ambitious Noratel Global team.

Employer branding responsibility

- Increase the awareness of Noratel among potential hires in the key areas of recruitment
- Promote Noratel through different channels including but not limited to social media posts, blog posts, videos, whitepapers, press releases, web pages, and microsites
- Conduct branding events targeted at both experienced and campus hires in terms of event planning, branding, promotion, and communication.
- Serves as the go-to person for key stakeholders (Noratel Group Management and regional teams) on topics of employer branding solutions
- Support global HR function in designing employee benefits to increase employer awareness

Marketing responsibility

- Develop Noratel Group's annual corporate marketing and communication plan – leading, coordinating, and aligning efforts from each group company.
- Support the development of and validate local marketing plans and budgets.
- Lead global PR activities.
- Drive digital marketing and branding activities – website content development, social media (LinkedIn, Facebook) content development & strategies(including sponsored campaigns).
- Own the www.noratel.com web-site
- Co-ordinate marketing excellence across the marketing teams within Noratel.
- Lead the internal communication

Qualifications:

- Professional proficiency in English language, spoken and written (min. C1)
- at least 5 years of professional experience in a corporate, international environment
- at least 5 years of professional experience in an employer branding role
- University degree in Marketing, Public Relations, Journalism or Communication
- Strong knowledge of Social Media Communication, Digital PR, and Content Marketing
- Excellent oral and writing abilities connected with the knowledge of innovative methods of communication (should be able to present a portfolio of works)
- In-depth understanding of audience profile and tailor-fit the needs of communications for specific groups of audience.
- Ability to work seamlessly with a larger team of talented communications professionals.
- Ability to measure the effectiveness of communications and support initiatives and projects that help refine the strategy based on the business impact and success.
- Experience with various internal media, the Web, social media, video production, elements of graphic design, Adobe, Canva, Facebook Business Suite, Microsoft Office, mainly Word, Visio, and PowerPoint. Leverage social and digital communication platforms like the intranet, Microsoft Teams, Yammer, videos, and social media to help drive organizational and individual service lines' priorities and messages.
- Experience with writing technical marketing documents (desired only – not mandatory)
- Highly developed interpersonal skills
- Open, creative, well-organized, and proactive attitude

About Noratel Group:

Noratel was established in 1925 and is servicing the industry worldwide, evolving to meet the ever-changing demands of our customers. Today we are a leading global provider, proud to offer the most comprehensive range of transformers, reactors, and power supplies. Besides a comprehensive standard range product portfolio, the majority of Noratel production is dedicated to custom design and manufacturing to meet the requirements of OEM customers. Noratel employs 2 000+ people across 13 countries in Europe, Asia, and North America. Corporate headquarters are based in Drammen Norway.

Specialist (mid/regular) Level

- Reporting to Group HR Manager

Employment Type

- Full-time or B2B

For more details about the position & application:

Dorota Hranyczka – Group HR Manager; email: dorota.hranyczka@noratel.com
or phone +48 506 03 89 70