Copywriter and Communications Manager (LATAM)

Location: Colombia (Opportunity for Hybrid or Remote Work)

About vLex

vLex stands as a global legal intelligence platform, granting legal professionals unparalleled access to an extensive collection of legal and regulatory information from around the world. This information is consolidated on an award-winning, distinctive platform. Employing state-of-the-art technology, including artificial intelligence and data analytics, vLex aids millions of users in obtaining the most pertinent and accurate legal insights.

For further insights about vLex: Visit https://vlex.com/about-us

About the Opportunity

We are in search of a well-rounded candidate who will undertake the responsibility of crafting and executing communication strategies. These strategies should convey a cohesive, captivating, and unique message, while also defining and amplifying vLex's corporate identity and mission.

With a minimum of three years of experience, you will lead vLex's community engagement strategy, occasionally managing Brand awareness and CSR campaigns. This role also involves establishing credible, cooperative relationships with external media outlets.

The role necessitates adept interaction with a range of stakeholders, spanning marketing teams, senior executives, and advocacy groups.

Central to your role will be overseeing vLex's social media communications and processes. This involves ensuring timely delivery of key messages to our audiences and executing email
communications that effectively relay updates and announcements to pivotal stakeholders and clients.

We seek an individual who not only collaborates with the team but truly integrates into it. You will participate in collaborations, offer inspiration, and find inspiration in the latest developments within the realm of legal technology.

Key Responsibilities

- Formulating and executing the vLex communication strategy encompassing company newsletters, customer communications, internal updates, and major announcements.
- Devising and implementing impactful communication initiatives and campaigns across multiple key markets, collaborating with product and local market teams.
- Creating thought-provoking corporate articles resonating with diverse audiences.
- Crafting localized messaging on vLex products to ensure the company's messaging and positioning resonate with a distinctive and compelling viewpoint.
- Generating campaigns and assets that achieve noteworthy outcomes through traditional media and various social media platforms.
- Coordinating with communication teams in each business unit/region to ensure alignment of messaging and support for business objectives.

Qualifications for Success

We are in pursuit of an accomplished communications professional with a blend of in-house and/or agency experience, coupled with exceptional communication, influencing, and writing skills. In particular, we are seeking:

- Proficiency in both written and spoken Spanish, with an understanding of dialect variations across South American regions.
- Proficiency in both written and spoken Portuguese (Optional)
- Excellent written and spoken English, with the ability to translate key vLex messages and corporate identity into Spanish.
- Demonstrated ability to simplify intricate concepts for easy comprehension.
- Strong organizational and management proficiencies.
- A dynamic and motivated team player thriving in a fast-paced, high-growth environment.
Exceptional attention to detail, organizational abilities, and a proven capacity to manage multiple, competing priorities.

- Thorough understanding of public relations and communications principles and practices.
- An outcomes-driven, insights-based, and analytical approach to measurement.
- Experience collaborating with pan-regional teams, with a capability to assess global and local requirements.
- Proficient project management and decision-making aptitudes.

Application Process

Kindly share links to your previous written articles.

Be prepared to participate in a series of interviews.

Submit your CV to matt.terrell@vlex.com