



Vice-President, Marketing & Communications

The Company:

Greenlots is a Singapore-grown technology company providing all-round solutions (hardware and software) for charging electric cars. We have a unique opportunity to be the leader in Asia to offer electric vehicle charging solutions, as we are one of only a handful of companies worldwide, and the pioneer in Asia in this space.

Background:

Electric vehicles are at the cusp of mainstream adoption with most major auto OEMs on schedule to launch their electric models in 2012-2013. With so much excitement and focus on the car, the market will soon realize that charging infrastructure is essential to its success. Just like how petrol stations are ubiquitous today, so too will charging infrastructure to "refuel" electric cars in the near future.

The Opportunity:

At Greenlots, we believe that this is a great opportunity for drivers to transition to sustainable transportation and become even more interconnected. We have developed apps that allow drivers to be able to track their charging online, find the nearest available charging spot and in the future, even access digital apps for entertainment and vehicle diagnostics. We also work closely with power utility companies, and are developing solutions to allow them to use electric vehicles to optimize the power grid and in the process get closer to their customer than ever before.

The Role:

You will fully create and shape the marketing strategy of a small but rapidly growing company in the exciting new field of electric vehicles. This involves defining a comprehensive plan for marketing and communications involving all marketing material, conference presence, web content and press relations.

You will also drive original content generation with support from our engineering and sales departments.

You will be a key spokesperson of the company and through media outreach, events presence and online content, position the company as a thought and technology leader in this industry.

We Seek

- 5-7 years minimum of related marketing, strategic public relations or branding experience across multiple countries
- Start-up experience in a technology company is a strong advantage
- Solid people skills and ability to manage multiple projects in a fast-paced environment
- Familiar with and able to apply branding and marketing concepts
- Ability to quickly grasp concepts and new ideas in a technical environment
- Superstar speaking and presentation skills for events, conferences and to media
- Strong sense of ownership, urgency, and drive to get things done despite possible setbacks
- Availability: as soon as possible

Please send your profile to hr@greenlots.com

