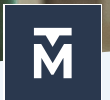


Vacancy at Verisure

# Head of Communications - Netherlands



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## Requirements

- Over 10 years of experience
- In corporate and external communications experience
- Proficiency in managing media relationships
- Proven expertise in managing reputational and communication crises
- Exceptional written and interpersonal skills
- Strong communications background

 **Amsterdam**

**Verisure's mission is to provide customers peace of mind by offering professionally monitored security systems, with 24/7 response services to families and small businesses. Verisure Netherlands is a key growth market for this international group, and has the potential to continue expanding and increasing its customer satisfaction. The Head of Communications will play a vital role in enhancing the company's image and reputation within this strategically important market.**



# About Verisure

**Verisure is the leading provider of professionally monitored security systems in Europe and Latin America, with 24/7 response services. We protect over 5.5 million families and small businesses across 17 countries in Europe and Latin America. Founded in 1988 in the Nordics and Spain, the private equity-backed company has grown significantly to become the world's second-largest home alarm provider and Europe's leading provider of smart, monitored alarms. The company holds the top market position in twelve of the countries it operates in.**

Verisure has achieved consistent growth over the past thirty-five years thanks to its entrepreneurial and innovative approach to business. Verisure is known for category-creating marketing, sales excellence, innovative products and services, and customer-centricity.

Their strategic partnership with Arlo Technologies in 2019 further leveraged their leadership in connected camera services, enhancing their European offerings, and opening new retail and e-commerce avenues. Backed by private equity funds like Hellman & Friedman and GIC, Verisure's management team is steering the company to sustained double-digit growth and value creation.

At the heart of Verisure's success are its 28,000 dedicated employees, who are driven by values of passion, commitment, innovation, winning spirit, and trust and responsibility. Thanks to this vibrant and empowering culture, Verisure has achieved some of the highest customer satisfaction and retention rates globally in consumer-facing services. Known for its category-defining marketing, service excellence, and customer-centered approach, Verisure provides exceptional service levels that keep clients loyal, adding a new customer every 10 seconds.





# Head of Communications – Netherlands

**Over the past five years, the company has experienced significant growth in the Netherlands. Currently, Verisure Netherlands serves a customer base of 100,000 with a workforce exceeding 850 employees. The organization has outlined a bold and well-defined strategic roadmap aimed at evolving from a mid-sized operation into a large-scale enterprise in the near future.**

The Head of Communications will play a critical role in driving this evolution, leveraging strategic communications to enhance both reputation and business outcomes. Reporting directly to the Managing Director of the Netherlands, the Head of Communications will work closely with the country's multifunctional management team and relevant group communications teams. They will collaborate with diverse, cross-functional teams and key stakeholders, working alongside executives to align communication strategies with business objectives.

## **Strategic mindset and hands-on approach**

This newly established, high-impact role requires exceptional communication skills combined with a strong business-oriented mindset. This position will lead the corporate communications strategy, ensuring successful implementation of internal and external initiatives. Responsibilities include building and managing relationships with key stakeholders, including media, strategic partners, and relevant industry and community organizations.

The ideal candidate for this position is a top performer with a robust communications background, exceptional project management skills, and a proactive business mindset. A visionary strategist and a dynamic operational leader, skilled at seamlessly integrating strategic direction with flawless execution.



**“The Head of Communications will be a trusted voice in shaping our public image. This is an opportunity to make an impact in a fast-growing B2C products and services company and directly influence our brand’s reach, reputation, and market position.”**

**Pedro Arcos,  
Managing Director of Verisure Netherlands**

Verisure offers a dynamic working environment and a diverse international team full of energy and a drive to achieve success. This key role, based in Amsterdam, offers strategic influence and direct access to senior leadership, reporting directly to the Managing Director and being an integral part of the local Leadership Team. The company’s main working languages for this role are Dutch and English. It is a perfect match for a highly motivated communicator with a strong business acumen and outstanding interpersonal skills.





# Interested?

Verisure is working with Top of Minds to fill this vacancy.

To express your interest, please contact Charlotte Braat at [charlotte.braat@topofminds.com](mailto:charlotte.braat@topofminds.com)



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