

WHY SHOULD YOU HIRE FREDERIK HAUTAIN?

ARIAD

Summary:

Frederik Hautain is a senior Communications, Content Strategy & Internal Communication Expert with nearly 20 years of experience across public institutions, consultancy, technology, media and agency environments. He has led internal communication programmes, developed content strategies, managed editorial platforms and created campaigns for organisations including VDAB, AE, iO, EURid and VTM.

His strength lies in combining strategic communication thinking with strong hands-on execution. Frederik can analyse communication needs, structure a clear roadmap, define editorial pillars and governance, and translate complex organisational messages into accessible content across print, digital, video, podcast and live-event formats.

What sets him apart is the combination of corporate communication expertise and proven creative writing ability. As a published author, editor and long-time content leader, he brings a level of editorial quality, narrative instinct and audience awareness that is rare in internal communication profiles. relationships with their audiences. Key highlights:

- Nearly **20 years of experience** in internal communication, content strategy, editorial management and corporate storytelling
- At **VDAB**, developed the **content strategy roadmap** and tone-of-voice framework across more than 15 internal channels.
- Experience **leading large-scale internal events**, including a VDAB leadership event for 350+ participants with a 92% satisfaction score.

Most relevant project

At VDAB, Frederik supported the Corporate Communications team as an embedded Internal Communications Expert. He analysed communication needs with internal departments, translated those needs into communication plans and helped define objectives, timing, channels and required resources. He developed the content strategy roadmap, including an audit of more than 15 internal channels, a gap analysis, editorial pillars and a clearer governance model. He also co-created VDAB's tone-of-voice framework through stakeholder interviews, benchmarking and training for communication teams. Alongside this strategic work, he wrote and edited content for the company magazine, newsletters and intranet, and co-produced podcasts and video testimonials. He also co-led the annual leadership event for more than 350 participants, managing the concept, stakeholder alignment, suppliers and on-site execution, resulting in a 92% satisfaction score. This makes him particularly relevant for large organisations that need to professionalise internal communication while still delivering high-quality content and campaigns.

Areas of expertise

- Internal Communication Strategy
- Content Strategy & Governance
- Editorial Direction
- Copywriting & Storytelling
- Tone of Voice Development
- Employee Engagement
- Multichannel Communication
- Event Communication
- Stakeholder Advisory

Toolbox: Google Workspace, Microsoft Office, Jira, Confluence, Canva, Photoshop, Adobe Premiere, Drupal and other CMS platforms.

Languages

Dutch: **Native** | English: **Full Professional** | French: **Good**

Soft skills

- **Audience empathy:** Frederik adapts messages to the people receiving them, not only to the stakeholders requesting them. He understands how to make complex organisational information clear, relevant and engaging for different internal audiences.
- **Strategic adviser:** He combines independent thinking with a structured, collaborative approach, allowing him to advise senior stakeholders while keeping communication plans realistic and executable.