



Title: Sr. Marketing Manager

Location: Louisville Colorado

Reports to: AVP of Marketing

Description: Clean Energy Collective (CEC) desires to create a strong brand name and market presence to facilitate and accelerate sales leads for its roofless community solar facilities. The Sr. Marketing Manager will manage and lead integrated marketing campaigns in our selected markets, including, strategic planning, and tactical implementation activities in support of CEC's lead generation and sales initiatives. Additionally, the Sr. Marketing Manager will lend their expertise and provide guidance and support to Junior Marketing Managers in their development and execution of their respective markets.

The Sr. Marketing Manager must be experienced with the implementation of integrated marketing and lead generation programs including print advertising, direct mail, collateral development, event and field marketing, e-marketing and social media activities. You must be able to analyze markets understanding the size, distinct target audiences, identify unique marketing tactics, market trends, and competitor activities in order to develop and propose the appropriate value proposition, market strategy and tactics. Strong passion for renewable energy and willingness to travel approximately 10% of the time a strong preference.

Key responsibilities:

1. Lead generation with in respective markets
2. Hands on execution of multiple marketing activities
3. Client (Utility) interface, planning and approvals
4. Research: Local rooftop solar installers, partner opportunities, competition, events, MeetUps, etc.
5. Provide expert insight and guidance (teach) to Junior Marketing Managers
6. Monitor the development of collateral and advertising materials for markets managed
7. Develop strong inter-departmental relationships with Sales, Delivery and Product Management
8. Negotiate and manage advertising contracts, media buying
9. Work with in-house creative and/or design contractors to develop needed graphical materials
10. Work with in-house digital channel management team to integrate digital efforts
11. Compile localized social content for Facebook, Twitter, etc.
12. Partner outreach and management
13. Direct field marketing activities including conference, exhibition and special event participation in your markets – will require nights and occasional weekend travel

Qualifications:

- 5 years' experience managing integrated marketing programs or campaigns
- Bachelor's degree in marketing or communications
- Ability to work in a quickly moving environment
- Willingness to explore and implement new guerilla or non-conventional marketing solutions



- Must be an organized, self-starter with a strong work ethic and a great attitude
- Strong verbal and writing skills (copy writing)
- Required systems experience: Microsoft Office (Outlook, Word, Xcel, PPT)
- Preferred systems experience: Salesforce.com, SharePoint, 5pm, Google Analytics, Facebook, YouTube
- Knowledge of current search and social media marketing methods
- Experience working in the solar industry preferred

The Company: A solar tech start-up in 2009, Clean Energy Collective (CEC) has grown to become the world's leading developer of Roofless Community Solar solutions. CEC pioneered the model of delivering clean power-generation through medium-scale solar PV facilities accessible to all utility customers. Since establishing the first community-owned solar array in the country in 2010 near El Jebel, Colorado, CEC has built or has under development more than 90 Roofless Community Solar projects with 21 utility partners across 10 states, serving thousands of customers, and representing more than 100 MW of community solar capacity. For more information on CEC, visit www.cleanenergycollective.com.

Compensation: salary, commensurate with experience, full benefits and stock options.

Contact: Please send resumes to jobs@easycleanenergy.com. No phone calls please.