



## **POSITION OPEN: Marketing Manager**

### **About Empower Energies**

Empower Energies is a national renewable energy developer that offers tailored solutions and program management to large C&I customers. We are led by a seasoned management team with expertise in large scale, distributed renewable projects and backed by climate oriented institutional investors. Our vision is to empower leading businesses and communities in driving America's shift to a modern economy – powered by affordable and reliable renewable energy.

Empower has established itself as the trusted choice for serious corporate clients seeking to reliably build out their national renewable portfolio and has developed over 200 MWs of solar projects nationwide. We design and develop projects from start to finish with our full-service EPC team and we also work with other developers to add value at any stage of their project development cycle.

Come join our growing team!

### **Position Description**

We are seeking a **Marketing Manager** to manage the day-to-day activities of Empower's marketing and communications. This individual will be responsible for successfully implementing a marketing plan and surfacing, vetting, and incorporating new ideas and opportunities. This position will work collaboratively with senior leadership, the business development team, and third-party partners. The Marketing Manager will play a key role in ensuring timely, fresh, and effective brand awareness and market presence for the company. This position reports to the Chief Strategy Officer.

### **Job Responsibilities**

- Participate in the development of a marketing and communications plan to support the growth and expansion of Empower's products and services
- Implement and manage the marketing activities and programs identified in the plan
- Stay abreast of changes in the renewable energy industry market environment and coordinate market research projects as needed
- Identify opportunities to enhance Empower's brand message and to improve brand awareness
- Manage ongoing relationships with a variety of marketing vendors and outside consultants
- Develop marketing materials and collateral based on strategic messaging parameters
- Ensure message alignment across all external communications platforms and customer facing material
- Manage Empower's social media presence ensuring regular and relevant social media updates that align with defined strategy
- Collaborate with leadership in defining and promoting Empower's employer brand
- Assist in the development of sales presentations and provide reporting on outcomes of marketing campaigns, trade show outreach, digital marketing, and other initiatives
- Organize and attend industry meetings, events, and trade shows as needed

### **Requirements**

- Bachelor's degree in Marketing/Communications or equivalent work experience
- 2-4 Years of related work experience, preferable in renewable energy or environmental services
- Advanced skills in digital and social media platforms as demonstrated by previous work assignments
- Demonstrated experience in preparing sales presentations and marketing collateral

- Knowledge of and passion for the renewable energy industry
- Superior written and verbal communication skills

### **Other Key Competencies**

- Demonstrated ability to work in a fast-paced environment
- Ability to organize projects with multiple stakeholders
- Engaged and collaborative team member
- Able to take initiative on executing to an overall plan

### **Compensation**

Empower Energies offers an attractive Total Rewards package including:

- Competitive base salaries commensurate with experience
- Annual discretionary cash bonus
- Generous paid leave
- Employee equity participation
- Comprehensive benefits package including medical, dental, vision, life, and disability insurance including coverage for domestic partners and eligible domestic partner children
- Company HSA contribution for participating employees
- 401(k) plan with company match and immediate vesting
- Continuing education and professional development assistance

### **About our Location**

This position is based out of Empower's home office in the heart of downtown Bethesda, MD, with ample opportunities for telework until resolution of the COVID19 pandemic. Occasional travel may be required to attend conferences and trade events. Located at Bethesda's Metro center, the office is easily accessible by commuter train and includes onsite parking. The building offers amenities such as a fitness center, rooftop employee lounge with outdoor deck, periodic social events onsite, and other tenant benefits.

To apply, please submit cover letter and resume to: [jobs@empowerenergies.com](mailto:jobs@empowerenergies.com) or through our LinkedIn posting

*Empower Energies is an equal opportunity employer and does not discriminate on the basis of race, color, religion, citizenship status, ancestry, age, physical or mental disability, sex, sexual orientation, gender identity or expression, marital status, protected veteran status, or any other basis protected by law, ordinance, or regulation.*