

## Head of Marketing – Boston, MA

### Who we are.

Demand for critical minerals to power the energy transition is growing exponentially. Yet, we know mining deeper and broader, and building landfills higher and wider, works against our fight to save the planet. At Nth Cycle, we see the path forward. We believe all the critical minerals needed for the energy transition are already in circulation today. We just didn't have a clean, profitable way of retrieving them, until now.

Nth Cycle is a metal processing technology company. Our electro-extraction technology helps battery recyclers and miners capture more critical minerals—for use in lithium ion battery manufacturing, among other things—while dramatically reducing costs and emissions. We are the heart of metals processing; we are the crucial step that profitably separates critical minerals from other elements, transforming them into production-grade feedstocks for the energy transition.

We recently closed a \$12.5M Series A funding, won second place at TechCrunch Disrupt, and just moved into a new 1,200 sqft facility outside Boston.

### Our Culture.

You won't find another team like ours. We believe in open, honest communication, and enjoying our work while changing the world. We work quickly but with intention—we've scaled our technology in size 100x in the past year. We're mission-oriented and think big—we're focused on reducing *gigatons* CO2 emissions from the atmosphere by 2050. And we value the perspectives and opinions of our colleagues while pushing each other to excel.

We're a dynamic team looking for a new team member who's also passionate about addressing climate change and advancing the clean energy industry. Consistent with our commitment to diversity & inclusion, we value colleagues with the ability to work on diverse teams and with a diverse range of people.

If this is you, keep reading.

## **The Position.**

Nth Cycle seeks an experienced marketing leader to own our marketing function and drive awareness and understanding of our company and technology amongst a variety of important audiences.

Reporting to the CEO, you will be responsible for establishing annual marketing goals, selecting reliable channel strategies, and managing internal and external resources to achieve these goals.

To be successful in this role, you'll leverage a keen understanding of our important audiences, your experience in B2B marketing, strategic thinking, and a bias for action.

### **What you will do, and be responsible for:**

- You'll develop annual marketing goals together with our CEO, close advisor, and business development lead. Then define appropriate strategies to meet those goals and execute. Report quarterly on progress and use data to show results.
- You'll work with our business development and engineering teams to understand the benefits of our technology and translate that into compelling stories and sales tools to aid growth and new partnership development.
- You'll build and manage a team of external resources such as designers, writers, our existing PR agency, and otherwise. Drive best-in-class work from them and build measureable results. Then, you'll expand our full-time marketing team.
- You'll champion competitive intelligence across the organization, and provide thoughtful, action-oriented insights so we can stay ahead of competition
- You'll assess marketing data to continually improve engagement and messaging

### **What you've done to get here:**

- You're a great storyteller with experience driving marketing success in B2B or hardtech settings
- You've worked across a variety of marketing channels, including events, PR, content marketing, email, sales enablement and similar
- You understand how to use marketing analytics tools like Google Analytics and Hubspot, and translate data into insights that teams can use
- Bonus points if you have experience in the recycling, battery or mining space
- You've proven you can learn technical information quickly
- You're a people person and a self-starter, having shown you can work independently and also rally a team towards a singular goal

- You have a Bachelor's Degree in technical, business, marketing, or equivalent experience
- Everyone says it, so we will too: You have excellent written and presentation skills (how could a marketer not?)

**Where we are and what we offer:**

- Greater Boston Area
- Full-time position
- Eligible for Medical, Dental, and Vision benefits where Nth Cycle pays 100% of the premiums
- Paid time off, 13 company holidays, and a Holiday Break at the end of the year
- Bereavement policy, including time off for the loss of a pet
- Fully paid parental leave policy

**Closing Statement.**

Consistent with our commitment to diversity & inclusion, we value people with the ability to work on diverse teams and with a diverse range of people. We especially encourage members of traditionally underrepresented communities to apply, including women, people of color, LGBTQ people, veterans, and people with disabilities.

We know the right candidate might not check every box in this job description. You could also have important skills we haven't thought of. If you think you're a great candidate for this role, apply and tell us why. To apply, send us a resume and a few sentences about why you are interested in this position and what you bring to the table. We're looking forward to hearing from you.