



## **SolarKal Director of Marketing**

SolarKal is seeking a self-driven and motivated individual with experience in B2B marketing to help execute the company's customer acquisition strategy in its crucial expansion phase. This is a rare opportunity to join a Private Equity backed, fast-growing solar energy company with a proven track record, established clients, and several accolades and awards under its belt. This position will report directly to the COO & Co-Founder of the company, working on a variety of activities such as content & earned media; digital, email, & social media marketing campaigns; working with multiple marketing agencies, and website & branding strategy. This individual contributes significantly the existing sales pipeline in SolarKal's CRM, as well as building long term brand equity for the Company.

### **About SolarKal**

Founded in 2015, SolarKal is the leading marketplace for commercial solar in the US, connecting organizations to solar energy providers who compete for their business. Over the past 7 years, SolarKal has advised on over \$350M of solar projects across 15 states, serving as the procurement advisors of businesses, commercial real estate owners, and non-profits, in their switch to solar. SolarKal's proprietary, tech-driven solar procurement platform has over 200 solar providers that bid on projects from \$200K-20M, and compares dozens of variables in a simple apples-to-apples format for the client. By working with SolarKal, our clients get access to a vast network of vetted solar companies that have completed thousands of projects with Fortune 500 companies.

### **Job Description**

The SolarKal Director of Marketing will lead all marketing strategy and execution for the company, reporting directly to the COO. The Director of Marketing is expected to set the direction and execute a comprehensive marketing strategy for SolarKal, and will make a major impact on the company's customer acquisition and branding efforts. This person should be a dynamic and versatile marketer with B2B marketing experience, and ability to excel in both the strategic and execution aspects of marketing. This position may be based proximal to any of SolarKal's offices in NYC, Boston, or Southern CA.

Principal duties and responsibilities:

- Develop a comprehensive marketing roadmap, considering (but not limited to) the following components:
  - Identify target audience segments and create targeted marketing strategies to reach and engage them effectively.
  - Define key value propositions and develop compelling messaging and positioning for our solar solutions that align with the needs and pain points of our clients (emphasis on large real estate organizations).

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- Collaborate with the sales team to ensure marketing initiatives align with the company's sales goals and objectives.
- SEO & SEM, social media, emails, conferences & events, earned media & PR, company collateral, and emerging digital marketing.
- Lead brand development and management:
  - Develop and maintain a strong brand presence through consistent messaging, visual identity, and brand guidelines.
  - Support the creation and production of marketing collateral, including website content, brochures, case studies & presentations.
  - Ensure brand consistency across all channels and touchpoints, both online and offline.
- Drive lead generation and customer acquisition:
  - Develop and execute multi-channel marketing campaigns to generate qualified leads and expand the customer base within the targeted market segment.
  - Utilize digital marketing channels, such as email marketing, content marketing, search engine optimization (SEO), and social media advertising, to optimize lead generation efforts.
  - Collaborate with the sales team to define lead qualification criteria and implement lead nurturing programs to convert leads into customers.
- Measure and report on marketing performance:
  - Define key performance indicators (KPIs) to track the effectiveness of marketing initiatives, and regularly report on campaign performance, lead generation metrics, and ROI.
  - Utilize data and analytics to identify areas for improvement and optimize marketing strategies and tactics.
  - Provide actionable insights and recommendations to the executive team based on marketing performance data.
- Annual creation of the Company's marketing budget across recommended marketing channels, and periodic budget updates;
- Self-manage both the strategic and tactical aspect of company's marketing, including managing all marketing agencies and software;
- Ensure coordination of customer events and tradeshow exhibition, including all sales & marketing collateral;
- Define key performance indicators (KPIs) to track the effectiveness of marketing initiatives, and regularly report on campaign performance, lead generation metrics, and ROI.

### **Key Qualifications**

Candidates who qualify for this position have 5+ years of B2B marketing experience in solar or real estate, or in adjacent or comparable industries.

If you possess the following, we'd like to hear from you:

- Bachelor's degree required, Master's degree preferred;
- 5+ years of commercial and digital B2B marketing experience; knowledge in clean energy or solar is a bonus but not required;
- Deep understanding and experience with strategic and digital marketing, including Google Adwords, marketing integrations with Salesforce, and email software such as Mailchimp, Hubspot, and/or Pardot;

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- Demonstrated success in developing and implementing strategic marketing plans that resulted in lead generation and customer acquisition;
- Track record in marketing in the large real estate sector is a plus;
- Excellent problem-solving skills, with demonstrated ability in developing and implementing creative solutions to complex problems;
- A proven track record of leading projects that successfully achieve milestones and complete deliverables;
- Ability to quickly assimilate market research and competitive analysis;
- Excellent verbal, written, and interpersonal skills;
- Excited about SolarKal's mission and the renewable industry.

### **Job Benefits**

- Casual, entrepreneurial, comfortable, fun and proactive with an accountable, high performance, and results oriented work environment;
- Competitive salary, bonus, and equity package;
- Be part of a fast-pace, fast-growing company with an easy to sell solution and a proven track record;
- Benefits package that includes health, dental, and 401K;
- Work in an industry that is growing, exciting, currently hot; and one that helps the planet.

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