



**CLEAN ENERGY ASSOCIATES, LLC**

**HUMAN RESOURCES DEPARTMENT | OPEN POSITION FORM**

**The Position Summary:**

**Company:** Clean Energy Associates Limited  
**Department:** Sales and Marketing  
**Position:** Marketing Manager  
**Reports to:** Tom Feiler

**About Clean Energy Associates**

CLEAN ENERGY ASSOCIATES (CEA) provides technical due diligence and engineering services for solar and storage clients around the globe who are financial institutions, project developers, EPCs, IPPs, and PV power plant owners. From our base in China, our team of engineers travel to factories around the globe to conduct upstream in-factory quality assurance via audits, production monitoring and pre-shipment product inspection. From our USA base, our engineering (IE/OE) team provides system design, energy forecasting, product benchmarking, and supply chain services. Downstream, we audit projects through the full cycle, including design, construction, commissioning, project performance, re-power and upgrade analysis, and warranty support. We serve the solar industry through our expertise in PV modules, racking, inverters and energy storage systems. Since 2008, CEA has reduced Buyers’ risks and improved returns on investments via technical assurance and engineering services covering more than 25 GW+ in 35+ countries.

To learn more about CEA, please visit [www.cleanenergyassociates.com](http://www.cleanenergyassociates.com)

**Job Description:**

Under the direction of VP of Sales and Marketing, the Marketing Manager will have responsibility for implementing the organization’s marketing activities, and will oversee the development and delivery of an integrated marketing communications strategy for the business.

**Duties of the Marketing Manager:**

- Managing all marketing activities for the company
- Define and facilitate the lead generation process
- Developing and overseeing implementation of the Marketing strategy – including website design, campaigns, events, digital marketing, and public relations
- Working closely with the company’s Sales team by providing them with appropriate tools, materials and presentations
- Overseeing the company’s marketing budget
- Maintain effective internal communications to ensure that all relevant company functions are coordinated

- Managing the lead generation process and integration within Sales Force
- Assist with the production of sales materials and proposals, including design, layout, artwork, and checking copy

### Trade Shows and Conferences

- Organize all trade show and conference activities including design, layout, cost estimates, and construction of exhibits and trade show displays
- Manage and execute tradeshow promotional plans to maximize company exposure and produce viable leads, including securing targeted high profile speaking opportunities for CEA Executives
- Production of literature and promotional items

### Social Media

- Manage social media presence and direct programs to improve social media reputation and recognition
- Maximize followers on social media platforms such as LinkedIn
- Keep up to date with advances in social media technology and the latest social media trends
- Monitor social media for customer comments
- Analyze social media insights to guide future social media campaigns

### Requirements of the Role

- Bachelor's Degree
- Minimum 5 years' experience in an outbound marketing role which includes, but is not limited to, events management, marketing collaterals development, tradeshow booth management.
- Ability to multi task
- Excellent time and project management
- Keen interest in renewable energy
- Proven track record of success in marketing roles
- Confident, driven and dynamic leader
- Highly organized and detail oriented
- Strong analytical and project management skills
- Understanding of and experience with Sales Force is desirable
- Excellent understanding of digital marketing, search engine optimization, and social media platforms
- Articulate and professional communication skills
- Passionate and results driven individual

**Desired Start Date:** Immediately

**Compensation:** Based on experience

***Interested parties please send a cover letter and resume to [tfeiler@cea3.com](mailto:tfeiler@cea3.com) with the subject line: 'APPLICATION: Marketing Manager Candidate.'***