



CLEAN ENERGY ASSOCIATES LLC

HUMAN RESOURCES DEPARTMENT | OPEN POSITION FORM

Position Summary:

Company: Clean Energy Associates LLC
Department: Sales and Marketing
Position: Marketing Manager
Reports to: VP of Sales and Marketing

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.

To learn more about CEA, please visit 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

Qualifications/Requirements:

- 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

CEA values taking ownership of the work and perform above and beyond, as such, we’re seeking a candidate with the following traits:

1. Ability to absorb information quickly
2. Detail Oriented
3. Organized
4. Patient
5. Flexible
6. Perpetual Optimist
7. Outstanding professional oral and written communication skills, including writing, editing and proofreading
8. Exceptional time management and project execution skills
9. Excellent interpersonal skills and comfortable interacting with personnel of all levels

Desired Start Date:

Immediately

Compensation:

Based on experience

Interested parties please send a cover letter and resume to ddvorak@cea3.com with the subject line: ‘APPLICATION: CEA-Marketing Manager-Your Name.’

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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.

Purpose: We believe that by helping our clients and stakeholders deploy solar and storage solutions worldwide we are creating a better future

Mission: To help our clients and partners deploy quality solar and storage solutions worldwide

Vision: To become by 2025 the leading global solar PV and energy storage engineering services firm that creates tangible impact with every client

Core Values:

We are excited to be working in the solar industry and seek your active involvement in building and strengthening our values into your daily life in your professional endeavors.

As a team, our core values differentiate us from our competitors and align our interests as a company, so we encourage all employees to practice and celebrate our values.

CEA Core Values:	Descriptions:
We are Family	We are inclusive and value diversity We appreciate and support each other We celebrate wins; teamwork is the key to our success
Have Fun	We value smiles and laughter We see synergy with our work and personal lives We strive for balance among work, family and community
Unending Curiosity	We approach people and problems with curiosity We always search for new ways to get things done We constantly seek to understand our market, improve our strategy and benefit our clients
Be Humble	We listen with empathy and understand with compassion We act with transparency and openness We admit our mistakes; success is infinitely divisible
Do the Right Thing	We do the right thing for the right reasons in the right way We act with integrity and authenticity, even when under pressure We are honest and listen
Results Matter	We know that getting things done counts most We consistently execute our work despite challenges We have a bias for action and search for answers
Own It	We take ownership of our actions and responsibilities We approach obstacles with the mindset that we can overcome them We honor our commitments and hold ourselves and each other accountable
Perform Above and Beyond	We ask ourselves “What more can I do?” We understand our work and strive to exceed expectations We define success by achievement and high client satisfaction