

# Marketing and Communications Manager

Tioga Energy is a renewable energy services provider that fast tracks energy independence for commercial, government, and non-profit organizations. The team consists of seasoned, smart and dedicated professionals. Tioga Energy is backed by top-tier investors, who are passionate about building a successful company and driving rapid growth of renewable energy.

Companies and organizations are looking for new ways to manage their energy costs and support their sustainability goals. While solar power systems look like a viable solution, installations are complicated, capital-intensive and time-consuming. Tioga Energy solves these problems by providing a solution that frees its clients from the complexities of buying and installing a solar facility. Tioga purchases, installs and maintains solar power systems on its client's rooftops or property, and sells the electricity the systems generate to its clients at long-term guaranteed rates through Power Purchase Agreements, or PPAs. PPAs have become the leading way in which commercial-scale solar power systems are deployed in the United States.

## Position Summary

Tioga Energy is looking for a smart, energetic, and resourceful marketing professional to lead the development and implementation of our marketing communications activities. Candidates will be highly motivated individuals who can thrive in a dynamic, high growth, start-up environment and industry. The position reports to the VP of Sales and Marketing and offers a great opportunity for professional growth for the right individual.

## Job Responsibilities

- Work with VP of Sales and Marketing to develop marketing plan and budget
- Generate qualified sales leads through marketing activities
- Develop marketing and sales collateral materials
- Manage all aspects of trade show and conference participation
- Manage advertising and other promotional efforts
- Develop and maintain company website and web-related marketing activities
- Organize and maintain corporate identity guidelines
- Co-manage CRM / contact/sales database
- Support public relations activities
- Establish and maintain memberships in appropriate trade organizations
- Support sales proposal development
- Conduct market research

## Specific Skills and Experience Sought

- Trade show/event planning
- Website development and management
- Printing production management
- Vendor management
- Mastery of Microsoft Office products (Excel, Word, PowerPoint)
- Experience with Salesforce.com
- Experience with a start-up in a new industry preferable

## Requirements

- 4 year degree in business or marketing related field
- Minimum 5 years experience in marketing field (experience with clean-tech, energy, or high-tech field a plus)
- Excellent written and oral communication skills
- Must be passionate about getting into the renewable energy space
- Some travel required

Resumes should be sent to [jobs@tiogaenergy.com](mailto:jobs@tiogaenergy.com)