



Company Website: www.sunwize.com

Digital Marketing Manager

Location: San Jose, CA

SunWize Technologies, a subsidiary of Mitsui & Co, (USA), Inc., specializes in the supply of solar energy systems, product distribution, and associated project development. We are a highly performing organization dedicated to rapid but carefully focused growth. SunWize pairs with and welcomes highly motivated and talented individuals and companies who value the contribution of renewable energy to our future and who recognize the business opportunities in this dynamic, growing industry.

The Digital Marketing Manager is a key driver and strategist for how the company leverages all online marketing assets and programs to support the growth of SunWize's B2C and B2B businesses. Utilize email campaigns, online ads, SEO/SEM, marketing automation, social media campaigns, the company website, and branding programs to differentiate SunWize in the marketplace and deliver an outstanding user experience for prospects and customers. Work with channel marketing managers to ensure SunWize achieves lead generation and qualification, customer retention, and sales growth goals with innovative and compelling online marketing programs. Communicate the benefits of SunWize's solar solutions as the industry evolves from the fringe of the energy world into a dominant source of clean power across the U.S. The Digital Marketing Manager role will be part of a fast growing and highly visible division of SunWize.

Responsibilities:

- Responsible for developing, implementing, and evolving online marketing programs that leverage the corporate website, social media properties and online media in support of business goals
- Identify key metrics and prepare regular reports for stakeholders on results and trends. Analyze campaign data and metrics. Gather data from vendors/partners about traffic, online behavior, multivariate testing, response rates and marketing campaigns. Leverage these analytical insights to develop recommendations to increase campaign effectiveness and make appropriate adjustments to ensure maximum ROI
- Analyze traffic patterns, demographics, and user behavior to provide insights to sales and marketing directors to inform marketing strategies
- Support and contribute to additional marketing efforts that may include: content development, product positioning, marketing communications, new product launches, live events, trade shows, and CRM database management
- Monitor daily performance of all lead gen channels, measure ROI and drive for constant improvement
- Design sophisticated lead nurturing and scoring programs using our marketing automation platform

Corporate Headquarters

1155 Flatbush Road • Kingston, NY 12401, USA • (845) 336-0146 • Fax (845) 336-0457
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- Develop ways to increase engagement of B2B, B2C customers from our website
- Research and recommend vendors/partners to meet digital marketing business needs
- Lead our website team to improve lead generation and qualification, customer retention, and sales growth programs
- Drive traffic to website; constantly work to optimize traffic and conversion, increasing sales opportunities (SEO/SEM)
- Manage implementation of digital marketing plans in support of marketing initiatives
- Manage digital marketing costs effectively
- Other duties as assigned

Requirements:

Must have:

- Experience developing digital marketing strategies for B2B and B2C businesses with a proven ability to apply digital capabilities and technology to accomplish business objectives and marketing goals
- Highly motivated and professional with excellent communication, writing, and verbal skills, confident and goal oriented
- High personal standards, strong organization skills, attention to detail, ability to work well under pressure, and the ability to multi-task and manage competing priorities
- Strong interpersonal skills and ability to get along well with and work with all types of people
- The ability to work well independently and as part of a team
- The highest standards of integrity and ethics
- A passion for solar energy fostering a desire for continual learning
- The ability to adapt to changing business conditions
- Strong strategic and analytical abilities, experience quantitatively measuring the effectiveness of marketing initiatives using CRM software
- Strong computer application skills including MS Office (PowerPoint, Excel, and Word), experience with Salesforce preferred
- Imagination, creativity, creative problem solver with real life execution capability
- Management experience and demonstrated ability to mentor and professionally develop team members
- The ability to travel

Qualifications and Experience:

Bachelor's degree in Marketing or a related field from four-year accredited college or university; and at least 8 years related experience and/or training; or equivalent combination of education and experience.

Compensation and Benefits:

- Compensation commensurate with experience
- Group medical, dental, vision, life, disability coverage and 401(k)
- Become part of a team committed to the growth and success of the solar energy industry

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