



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 Marketing Manager will play an integral role in the growth and expansion of SunWize's wholesale installation businesses by defining, planning, and executing targeted marketing campaigns designed to generate homeowner and business leads. This individual will utilize grass roots and traditional marketing approaches to create awareness of the SunWize brand and 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 Marketing Manager role will be part of a fast growing and highly visible division of SunWize.

Responsibilities:

Responsibilities include all tasks necessary to develop and execute campaigns to generate wholesale customer leads, including:

- Working with our analysts and sales team to research and identify target markets
- Setting campaign lead generation goals and budgets
- Developing campaign strategies consisting of a mix of mainstream and grass roots marketing activities with the objective of creating sales leads
- Collaborating within the marketing department to create marketing materials (web, print, multimedia, etc.) and plan and execute events
- Managing marketing costs effectively

Requirements:

- Business to consumer marketing experience
- Strong business aptitude and understanding of how to plan and execute a multi-faceted marketing campaign
- The right balance of tenacity and intuition necessary to meet the goals set for each campaign
- Exceptional communication, presentation, and writing skills
- Experience quantitatively measuring the effectiveness of marketing campaigns using CRM software
- Strong organizational skills with the ability to multi-task
- High personal standards, a strong attention to detail, and ability to work well under pressure
- Strong interpersonal skills and ability to get along well with and work with all types of people
- 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
- The ability to work well independently and as part of a team
- Proficiency with Microsoft Office

Corporate Headquarters

1155 Flatbush Road • Kingston, NY 12401, USA • (845) 336-0146 • Fax (845) 336-0457
e-mail: info@sunwize.com • www.sunwize.com



- 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 7 years related experience and/or training; or equivalent combination of education and experience. Grass roots marketing experience is highly desirable.

Compensation and Benefits:

- Compensation commensurate with experience
- Performance based incentives
- 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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