



Job title: Marketing and Press Manager (Boston Area Candidates Only)

Location: Boston, MA

Overview:

PHOTON Consulting, LLC (“PHOTON Consulting”) is a research and consultancy firm focused on the global solar power market. PHOTON Consulting provides consulting, data, research and analysis to our global clientele, allowing them to make actionable decisions and anticipate future trends in an evolving global solar power sector. The company is dedicated to providing accurate information on the solar power sector via its data, research, analysis and management consulting practices.

PHOTON Consulting builds business relationships on trust, commitment, and client value capture. The Marketing and Press Manager will be responsible for a range of activities including market research, campaign management and analysis. The position will report to the Director of Commerce, although the Marketing and Press Manager’s work will require coordination across the PHOTON Consulting team with senior members of the research, commerce and executive teams.

Candidate Profile:

The ideal candidate is an outgoing marketer with 4 to 6 years of experience. The candidate must have skills and experience in the following areas:

- Lead generation through online marketing, including email marketing, e-commerce marketing, inbound marketing, PPC and website marketing
- Copywriting and editing of sales tools, collaterals, advertisements and company messages
- Trade show planning and management
- Conversion of various file extensions and formats, including but not limited to Word, Excel, PPT, PDF, JPEG and PNG

Responsibilities:

- Execute, develop and maintain online marketing campaigns to generate and track inbound leads.
- Create, set up and schedule marketing emails in our mailing system using the appropriate images and filters for targeted lists.
- Work closely with the web developer to ensure that website best practices are applied, and that content and e-commerce products are updated regularly and accurately.
- Produce and oversee the writing of press releases, copy for marketing materials, monthly reports, advertisements and other related print/digital materials.
- Use a combination of freshly written content, message-driven images and multimedia techniques to drive website traffic and convert visitors into leads.
- Book expo booths and conferences for commerce and content team members. Ensure that marketing materials and displays are delivered, set up and returned in time for all trade shows and conferences.

- Acquire mastery of PHOTON Consulting's Style Guide to ensure consistency of fonts, colors, formats and placements in design work and production. Guide and lead graphic designers to create marketing materials that are sales-driven and in accordance with the Style Guide.
- Update the monthly marketing dashboard to help the Director of Commerce make strategic decisions by using historical, current and forward-looking metrics and analysis.
- Research and forecast the marketing budget for ongoing and ad-hoc marketing activities. Negotiate with vendors for best value and deliver all marketing activities within the budget approved by the Director of Commerce.
- Build relationships with key media and trade show contacts. Manage media relations, conference speaking engagements and consultant interviews.

Core competencies:

1. Highly motivated self-starter with demonstrated record of success. Willing to put forth the high effort levels often required in order to achieve expected levels of success.
2. Accepts new challenges, strives for success and, in the event of failure, learns from the failure.
3. Establishes, commits to and internalizes goals that are clear, specific, realistic, attainable, measurable and related directly to the goals and objectives of PHOTON Consulting and the company's clients.
4. Capable of coordinating across and working within small cross-functional teams.
5. Strong problem definer and solver. Able to draw out and understand customer needs, properly define the problem and then drive to a solution.
6. Strong communicator, both written and verbal.
7. Effective working within teams and as an individual. Enjoys a mix of the two.
8. Exhibits exacting attention to detail, an absolute requirement for this position.
9. History of client service within a business to business environment is desired but not required.
10. Competent with the Microsoft Office suite of products, particularly PowerPoint and Excel.

Core characteristics:

As a member of PHOTON Consulting, the Marketing and Press Manager is expected to demonstrate the following core characteristics in the performance of their duties:

1. **Accountability and governance** -- Committed to the execution of goals and objectives which provide opportunities for growth of the individual and support the overall success of the vision and goals of the team and PHOTON Consulting. Driven by the goals of the team and PHOTON Consulting rather than individual recognition. Always takes responsibility for own actions.
2. **Collaboration and communication** -- Is candid and honest with self and others. Takes a proactive approach to establishing effective relationships with key internal and external constituencies; understands the diverse needs and agendas of various stakeholder groups; creates and fosters an environment that ensures collegiality and information sharing, while recognizing the need for timely decision making. Effectively communicates with senior leadership and other employees and maintains a positive attitude at all times.



3. **People leadership** -- Leads by example and displays qualities of leadership at all times. The ability to energize and motivate others. Commitment to an environment based on individual growth and career development, recognition and utilization of skills of others through giving and seeking clear, specific and timely performance feedback. Commitment to the continual improvement of the team and organization. The ability to deliver results.

4. **Inspiring innovation and leading change** -- Drives and supports change initiatives by defining measurable outcomes, energizing others at all levels and ensuring continuing commitment by working through resistance with various stakeholders. Is always an enthusiastic supporter of the initiatives of PHOTON Consulting leaders. Has a passion for and positive attitude about the job, PHOTON Consulting, and the solar power industry.

5. **Resource management and financial budgets** -- Develops and or supports goals and objectives emphasizing accountability for all PHOTON Consulting resources (operational, financial, and human), in a manner consistent with overall and team objectives.

Qualified candidates should submit resume and cover letter to resumes@photonconsulting.com