

Job Description: Marketing Specialist for High-Quality Solar Installer (Referral-Focused)

Company Overview: We are a leading provider of high-quality solar installations, committed to delivering sustainable energy solutions to our customers. With a strong focus on customer satisfaction and the highest standards of craftsmanship, we have established a reputation for excellence in the industry. We primarily rely on referral business, driven by our customers' positive experiences and recommendations. As we continue to expand our operations, we are seeking a skilled and motivated Marketing Specialist to join our team and help us further enhance our brand visibility, generate qualified referrals, and take ownership of the LightWave logo and brand.

Role Overview: As a Marketing Specialist for our high-quality solar installation company, you will play a crucial role in driving our referral business growth while taking ownership of the LightWave logo and brand. You will be responsible for developing and executing marketing strategies that promote our brand, cultivate customer loyalty, and generate a steady stream of referrals. In addition, you will organize and promote customer workshops and continue the monthly newsletter seen by our mailing list. Your expertise in both online and offline marketing techniques will be essential in creating impactful campaigns and initiatives that effectively reach and engage our target audience. You will work closely with cross-functional teams, including sales, customer service, and installation departments, to align marketing efforts with overall business objectives.

Responsibilities:

1. Develop and implement a comprehensive marketing plan that focuses on generating qualified referrals through various channels, including online, offline, and customer advocacy programs. Take ownership of the LightWave logo and brand, ensuring consistent and effective brand representation across all marketing materials.
2. Organize and promote customer workshops to educate and engage our target audience on the benefits of solar energy and our high-quality installations.
3. Create engaging content for marketing collateral, including website content, blog posts, social media updates, case studies, customer testimonials, and email campaigns. Develop and distribute a monthly newsletter to our mailing list, providing valuable insights and updates.
4. Manage and optimize our online presence, including our website, social media channels, and online review platforms, to maximize brand visibility and reputation.
5. Collaborate with the sales team to develop referral programs and incentive structures that encourage and reward customer advocacy.
6. Build and maintain strong relationships with industry influencers, partners, and relevant organizations to expand our network and leverage co-marketing opportunities.
7. Monitor marketing performance metrics, such as referral conversion rates, customer acquisition costs, and customer lifetime value, and provide regular reports to management with actionable insights.
8. Stay up-to-date with industry trends, emerging marketing technologies, and best practices, and incorporate innovative ideas into our marketing efforts.
9. Organize and participate in industry events, trade shows, and networking opportunities to promote our brand, establish thought leadership, and generate leads.
10. Maintain ownership of the LightWave logo and brand guidelines, ensuring consistent application across all marketing and communication materials.
11. Develop comprehensive USDA Grant proposals while assisting clients throughout the grant application process.

Qualifications:

1. Proven experience (>5 years) in marketing roles, preferably in the renewable energy or home improvement industry that is heavily focused in business to consumer sales.
2. Strong understanding of marketing principles and techniques, including digital marketing, content creation, branding, and lead generation.
3. Excellent written and verbal communication skills, with the ability to craft compelling content and effectively present ideas.
4. Proficiency in utilizing marketing software and tools, such as CRM systems, email marketing platforms, social media management tools, and analytics platforms.
5. Familiarity with SEO best practices, website analytics, and paid advertising platforms.
6. Results-driven mindset with the ability to track and analyze marketing metrics to drive data-informed decision-making.
7. Experience in organizing customer workshops (typically on weekends) and managing newsletters or similar communication channels.
8. Creativity and ability to think strategically while executing tactical marketing activities.
9. Strong organizational and project management skills to effectively prioritize and manage multiple initiatives simultaneously.
10. Experience in grant writing, preferably with a focus on federal grant programs