

# sistine solar

## Marketing Manager

### Who We Are

Sistine Solar is a venture-backed, revenue-stage company born out of MIT that brings a radically new design touch to the world of solar with its award-winning *SolarSkin* technology. Our patented product uses a mix of cutting-edge materials science, color science, and cognitive sciences, to make solar panels visually blend in with a homeowner's roof or become a branding asset for businesses. With *SolarSkin*, homeowners and businesses can go solar without sacrificing curb appeal. Our mission is to accelerate the adoption of solar through design.



### Position

In this position, you will lead the company's marketing efforts, with a particular emphasis on digital marketing. You will be tasked with translating the company's overall strategy into specific action plans for B2B marketing (targeting channel partners such as solar installers) and B2C branding (targeting end users such as homeowners and businesses). You will build and enhance the company's profile across key digital and mobile platforms, execute periodic upgrades to the company website, including generating and promoting original content to boost search ranking, and create marketing content to disseminate via social media channels. Additionally, you will develop strategies to complement online marketing with offline channels, such as outdoor advertising, cooperative marketing, and press publicity. You will work closely with the CEO and VP of Product and be an integral member of key milestones ahead for the company, including rapid scaling up and geographic expansion. This will be a paid full-time position based in Somerville, MA.

### Qualifications

The ideal candidate is, or has experience in:

- 3-5 years of digital brand building, especially for new consumer-facing technologies
- Designing and executing targeted advertising and paid search campaigns
- Writing original blog content
- Creating assets such as ad copies, landing page designs, product brochures, etc.
- Social media channels including Instagram, Twitter, Facebook, and LinkedIn
- Platforms such as WordPress, Wix, Google Analytics, YouTube, and Facebook Advertising
- Graphic design tools including Adobe Illustrator, Photoshop, and InDesign
- Passionate about design; creative, risk-taker, open-minded, and collaborative

### Responsibilities

- Work with senior leadership to set marketing strategy and quarterly marketing goals
- Implement methods to track key marketing metrics and evaluate effectiveness of campaigns
- Create content (blog and video) and promote heavily on website, YouTube, Instagram, etc.
- Design and run targeted ad campaigns and paid search campaigns to increase traffic to website
- Actively manage and enhance company's social media pages on daily and weekly basis
- Actively manage and upgrade company's website on periodic basis
- Develop and implement strategies for select non-digital marketing channels
- As the company grows, lead the expansion of the company's marketing team by recruiting and managing talented junior members and interns



### *Why work for Sistine?*

This is a unique opportunity to work at a revenue-stage company backed by some of the most prominent venture and angel investors around the country, and by the US Department of Energy with a \$1 million award. The technology is derisked, having passed testing at the National Renewable Energy Lab, and is already available in the market, having been deployed for multiple customers in ten states around the country. We strongly prioritize a team culture of openness and inclusivity and strive to foster an atmosphere that empowers each individual to express themselves to the fullest. You will have the opportunity to immerse yourself in the heart of Boston's entrepreneurial ecosystem and at the cleantech community at Greentown Labs, our home.

### *Convinced?*

Send a resume and cover letter to [careers@sistinesolar.com](mailto:careers@sistinesolar.com) telling us why you want to be a part of the team and add any relevant experience or portfolio you think makes you an ideal candidate.