



Wentworth Executive Recruiting has been retained exclusively to represent our Global Solar client in Silicon Valley for a NEW position – Solar Product Marketing Specialist. You must currently live in the SF Bay Area, preferably the S. Bay. We are currently interviewing, and we will be hiring immediately for this position. I look forward to hearing from you. Thank you for your interest in this position. Carol Ann, CEO, Wentworth Executive Recruiting carolann@wentworthexecutiverecruiting.co | 415.516.9343

SOLAR PRODUCT MARKETING SPECIALIST | Silicon Valley, CA

Develop and execute programs for residential and commercial solar installers to improve customer experience and loyalty worldwide. You will be the internal voice of the installer, ensuring new products, software, services, etc. consider installer inputs.

Your role will include Program Manager components, beginning with collecting feedback from select installers via surveys/via sales/in-person installer meetings, delivering features and services specifically targeted at installers, and bringing the company closer to the installer community. You will leverage those wins to expand and broaden the connections with the ever-evolving global installer network. Other inputs to the program definition will include mining our ever-increasing datasets of the ~55K (monitored) install based and using analytics to determine which features benefit the installer community and driving the company in that direction.

Competitive compensation package, including stock options and a good health plan.
Interviewing and hiring immediately!

Responsibilities:

- Develop/deliver and drive internal cross-functional teams to develop/deliver, world-class collateral/training/webinars/etc. for the global installer customer base.
- Develop strong relationships with installers and feed their insight into the New Product Development Process, Customer Support Process, etc.
- Solicit installer feedback via surveys, etc., develop and execute company-changing initiatives to align company output with serving installers in order to grow mindshare and market share.
- Be able to prioritize what we deliver based on economic value and monetization opportunity.
- Grow the company's mind share with installers

Requirements:

- 5 - 7 years of experience working as a Marketing Specialist to Solar Installers preferred.
- Experience driving influence with indirect customers, either in end customer via distributor models, or more applicably in the solar industry via distributors.
- Experience driving influence internally in a cross-functional capacity, creating a vision (storytelling) for internal stakeholders.
- Prior Customer Success Manager experience in high tech industries., Solar, SaaS preferred.
- Ability to manage multiple priorities and lead with initiative.
- Undergraduate/postgraduate in a technical, marketing, or business-related degree will be considered.

What is Offered:

- Competitive salary, stock options, and health care package.
- Supportive company culture.
- Friday lunches are catered in for the company.
- PTO
- Free parking

Our client is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.