



Solar Software/SAAS Product Marketing Manager/San Jose, CA

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Job Description

Tactically improve the deployment and usage of our software while strategically turning company software into a true Software as a Service (SaaS) offering for target users. You will liaise with the Software Product Team, delivering marketing deliverables for new products and features. Build strong relationships with key customers/users in different segments (homeowners/Installers/O&M/Asset Managers), possess a strong ability to understand their innate business problems, solvable via software platform features, then delivering and monetizing on those features. Software Product Pricing and Packaging will fall in your domain, and you will report to the Sr. Director of Pricing in the Marketing Department, as will coordinating and delivering marketing collateral to support the product/features roll out.

Responsibilities

- Work cross-functionally with the Software Product team to define and execute on software features and ensure the correct prioritization from customers' perspective.
- Ability to prioritize what we deliver based on what we can monetize, via economic value and increasing installers willingness to pay.
- Manage the packaging of the offerings into multiple product offerings, targeting different segments, and delving unique value propositions by segment.
- Build strong relationships with the different customers/users of the products: homeowners/Installers/O&M/Asset Managers.
- Deliver marketing collateral and content via many different channels including webinars/whitepapers/social media/etc.

Requirements:

- Software Product and/or Product Marketing experience required, solar preferred, delivering high value, differentiated, and profitable products.
- Experience driving influence internally in a cross-functional capacity, creating a vision (storytelling) for internal stakeholders.
- Strong active listening and attention to detail.
- Ability to manage multiple priorities and lead with initiative.

- Undergraduate/postgraduate in a software, marketing or business-related degree all considered.

What We Offer:

- Competitive Salary: \$120K - \$130K DOE
- Health Benefits package
- Stock options
- Traditional PTO.
- Supportive company culture, beautiful corporate office environment with free parking.
- Healthy lunches are catered at the office on Fridays.