

Technical Marketing Manager

NUVATION[®]
ENERGY



Phone :
Web :

Job Summary

Vacancy :
Deadline : Sep 30, 2024
Published : Aug 30, 2024
Employment Status : Full Time
Experience : Any
Salary :
Gender : Any
Career Level : Any
Qualification :

Job Description

Nuvation Energy is seeking a **Technical Marketing Manager** to join our in-house marketing team. The Technical Marketing Manager will focus on events, partnerships, domain-centric marketing copy, and other industry-focused activities. This position requires a solid understanding of the relevant technical topics, as that is a critical part of how this role will make its impact in our marketing efforts. The ideal candidate has experience in marketing industrial products, particularly in the energy storage or related industries such as solar.

This position reports to the COO, and works collaboratively with our current Digital Marketing Manager.

When you work for Nuvation Energy, you will be part of the team working on solving one of the most important problems of our time. Nuvation Energy creates battery management systems that are being used worldwide to support energy storage with projects such as accelerating adoption of solar and wind, replacing fossil fuel generators, and implementing cleaner power generation for buildings, industrial facilities, and utilities. If this sounds like an environment where you can thrive, come join us! This position will require your occasional presence at our Waterloo office, but can be executed in a hybrid model. The preference is for the successful candidate to be local to the Waterloo office, but this is not strictly required.

Responsibilities

Tradeshaw Program – Nuvation exhibits at three major tradeshaws per year currently, as well as sending representatives to additional shows for a variety of purposes. This role would be responsible for planning, executing, and running all aspects of this program. This includes leading the exhibition team for the major tradeshaws, self-generating and working with internal content contributors to develop presentations/sessions for Nuvation representatives to present, and other tradeshaw-related activities. Nuvation's Tradeshaw Program is a critical component

Marketing Communications and Events – You will manage and execute an ongoing outbound marketing communications program, including email, press releases, webinars, and other aspects

Copy writing – You will be the principal copy writer for marketing collateral and communications. The existing Digital Marketing Manager, already in the role for several years, will lead initiatives like the website, brochures, sales presentations, templates, and other material. Your contribution comes in generating the industry-relevant copy necessary for these programs.

Industry Partnerships – You will lead Nuvation's programs for working with industry groups, individual companies, and government agencies.

Industry Information – You will be a resource to Nuvation's product management and product development efforts, gathering and synthesizing input from industry trends, competitive products, and emerging approaches

Planning and Budgeting – In collaboration with the Digital Marketing Manager and COO you will work on the marketing plan and budget process

Inbound Lead Processing and CRM – You will be responsible for managing how we process inbound leads (working with support)

Problem Solving – Adapt your plans and activities to unforeseen hurdles, changing needs, and new initiatives. This is a universal responsibility for everybody at Nuvation.

Qualifications & Requirements

- Proven experience managing marketing activities in the areas identified above, working with a high degree of self-direction and independence
- Demonstrate solid understanding of energy storage concepts and industry, possessing a competent technical background focused on energy storage, solar, or related industry technology concepts and fundamentals. This could look like some combination of previously working on the product design side, an applicable technical degree, or other technical contributing role
- 5+ years of experience in marketing activities with at least 3 years focused on industrial or B2B products in the energy sector or equivalent
- Proven expertise simplifying complex technical information, clearly and concisely communicating information verbally and in writing
- Exceptional time management and organization skills to stay on top of the variety of activities and initiatives
- University degree or College Diploma, or equivalent

General Skills & Characteristics to be Successful at Nuvation

All Nuvation employees require a common set of general skills & characteristics – your capability in these areas will enable you to be successful at Nuvation. We take these skills and characteristics seriously – being a Nuvation employee requires more than just experience and role-specific skills.

- You want to learn, and you do so quickly
- You are proficient at estimation and critical thinking
- You are organized, independent, and self-managing
- You have strong written and verbal communication
- You desire to work and collaborate with people and teams – you make your colleagues better, and you grow from their contributions
- You focus on results and with quality
- You are passionate and creative – with a willingness to go beyond the normal
- You are hands-on and practical

Who is Nuvation Energy?

Nuvation Energy and Nuvation Engineering are two brands under Nuvation Research Corporation, which was founded in 1997. Our head office is in Silicon Valley, California, and our research and development team is located in a 30,000 square foot facility in Waterloo, Ontario, Canada. Nuvation Energy is proud to be recognized as a part of Waterloo Region's Clean Economy Ecosystem. Learn more [about us](#).

Education & Experience

Must Have

Educational Requirements

Compensation & Other Benefits
