

## NOW HIRING FOR MARKETING MANAGER

Artisan Electric is a full-service solar and electrical contractor in Seattle. Since 2007, Artisan Electric has helped shape the Puget Sound's energy future. We do this by educating communities, simplifying processes and creating solar energy solutions that are both practical and elegant. Based in the historic and trendy neighborhood of Georgetown, we're a team of fun, creative, highly skilled professionals both in the office and in the field.

Artisan Electric has an immediate opening for a flexible and versatile marketing manager who will be responsible for the growth of promoting our inbound sales channels and general marketing strategies. Must have significant experience with website SEO, able to supervise staff, and be a self-starter ready to contribute new and innovative marketing strategies.

### Marketing Manager Responsibilities Include:

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Overseeing the company's marketing budget.
- Creation and publication of all marketing material in line with marketing plans.
- Planning and implementing promotional campaigns.
- Manage and improve lead generation campaigns, measuring results.
- Overall responsibility for brand management and corporate identity
- Preparing online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Creating a wide range of different marketing materials.
- Maintain effective internal communications to ensure that all relevant company functions are kept informed of marketing objectives.
- Analyzing potential strategic partner relationships for company marketing.

### Job Duties

- **Social Media:** Produce content for Artisan's website, including frequent reorganization and rewriting of company content, project updates, blog posts, job posts, and periodic redesign. Produce content for and maintain social media for Artisan, including Twitter, Facebook, Yelp, and LinkedIn. Optimize Artisan's online presence for better SEO.
- **Marketing:** Develop written content— Research and write articles for monthly newsletter and blog. Develop visual content – Project photos, videos, and infographics Develop marketing collateral - company brochures, ad copy, display flyers and handouts, company uniforms and shwag
- **Outreach:** Prepare for, set-up, and handle all aspects of marketing events including home shows, festivals, solar tours, community workshops, and neighborhood gatherings.

## Requirements

- Demonstrable experience in marketing with the potential and attitude required to learn quickly and independently
- Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
- Solid knowledge of SEO website analytics tools (e.g., Google Analytics)
- Experience in setting up and optimizing Google AdWords campaigns
- Numerically literate, comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
- Good taste, a sense of aesthetics and a love for great copy and witty communication
- Up-to-date with the latest trends and best practices in online marketing and measurement
- Be a team player that understands team dynamics and effective communication strategies
- Demonstrable understanding of Project Management protocol and strategies.

## Education

- Bachelor's degree in advertising, marketing, public relations, communications or other related field required, but extensive related experience will also be considered
- Minimum of five (5) years progressively responsible work experience in marketing, advertising or public relations fields. Prior experience in management of marketing campaigns and programs highly desirable.

## Knowledge

- Proficiency with Adobe Creative Suite, WordPress, Google Professional Tools, CRM software, Microsoft Office, Canva, Venngage and other computer applications
- SEO and other web optimizing strategies.
- Experience in technical writing, copywriting and photography
- Awareness of solar energy technology and incentives
- Experience in solar, green building or construction industry strongly preferred.

## Salary

Competitive salary and benefits will be based on experience.

## How To Apply

Fill out the online job application at [www.artisanelectricinc.com/about/careers/job-application/](http://www.artisanelectricinc.com/about/careers/job-application/)

For more information about Artisan Electric, check us out online at [www.artisanelectricinc.com](http://www.artisanelectricinc.com)