

[Yaskawa – Solectria Solar](#), a wholly-owned subsidiary of Yaskawa America, Inc., is the largest commercial inverter manufacturer in the U.S. Solectria's products include 3.8 to 750 kW inverters, string combiners and web-based monitoring for all size solar systems. We offer a friendly work environment, great benefits, the ability to work with cutting edge technology and the chance to work with an innovative and dynamic team. We are conveniently located off I-495 in the Riverwalk complex. To apply for this or any other position, e-mail your resume to hr@solectria.com.

POSITION DESCRIPTION

TITLE: **Marketing Specialist**
SUPERVISOR: **Marketing Supervisor**
CLASSIFICATION: **Full-time, Exempt**
REFERENCE CODE: **SLS-2017-199**

DUTIES:

- Manage and coordinate conferences and tradeshows; includes regional conferences, national and international tradeshows
 - Coordinate staff logistics; registrations, accommodations, book meeting space
 - Exhibit maintenance; inventory, shipping coordination
 - Research and book speaking and training opportunities at events
 - Create and manage pre- and post-show communications including email marketing and social media promotion
 - On-site execution and management of national events, including show set-up and take-down
 - Process leads in CRM system and distribution to Salesforce
- Trainings management; includes webinar trainings
 - Build and manage training events calendar
 - Work closely with Applications Engineers/Sales/Product Management for trainings focus and to develop descriptions for websites and media
 - Coordinate registrations, logistics, manage vendors, pre- and post-event communications
 - Post-event data collection, lead tracking and reporting, including event ROI
- Develop targeted event marketing campaigns and promotions including advertisements, exhibit graphics/messages & materials; email invites, press releases/announcements, social media announcements
- Assist in preparation of materials including presentations, documentation, quotes and other sales & marketing documents
- Assist in management of product launches and announcements
- Update and maintain company website; Create content as needed
- Manage marketing automation system and contact database/lists
- Manage stock of promotional materials, datasheets & brochures, show materials, dummy inverters, & apparel
- Work with Channel Sales Representative to develop and organize channel marketing programs & events
- Provide ongoing support to Marketing Supervisor including a variety of marketing/sales tasks

REQUIREMENTS:

Skills/Knowledge/Abilities:

1. At least 2 years marketing communications experience
2. At least 1-2 years of event or tradeshow coordination experience **required**; preferably with experience in vendor relations and on-site management
3. At least 2 years of graphic design experience at a product focused company
4. Strong verbal and written communication skills
5. Ability to work independently and complete assigned tasks within identified timeframes
6. Ability and desire to learn quickly and apply new skills
7. Proficiency in Adobe Photoshop, Illustrator & InDesign **required**
8. Proficiency in Microsoft Office, Word, Excel, Power Point, Adobe Acrobat Pro **required**



9. Proficiency with Salesforce, Pardot, Survey Monkey, and Eventbrite or similar programs desired
10. Social media and e-mail marketing experience preferred
11. PV industry experience desired
12. Ability to travel up to 20%

Education/Certification:

1. Bachelor's degree in business mgmt., communication, marketing or similar field required