



Sales and Marketing Associate

SunBug Solar is a leading Massachusetts solar energy provider with over a decade of experience delivering high-quality craftsmanship and outstanding customer service to businesses, residents, non-profits, and landowners throughout the Northeast. As a Certified B Corporation, we are driven by a commitment to building a healthier energy system, creating a great place to work for our employees, and giving back to the communities we serve.

Position Overview:

SunBug Solar is looking for an energetic individual to support our expanding marketing efforts as we continue to grow our market presence. The successful candidate must embody SunBug's education-based, friendly and practical approach to working with customers. This full time role reports to SunBug's VP of Marketing and Residential Sales and is based at our Westfield office. This role has a diverse set of activities reflecting SunBug's wide range of communications strategies including direct customer interaction, in-person events, social media engagement, conventional website, online review platforms, mass email communications, PR, and media relations.

Primary Responsibilities:

- Assist in the strategy for new initiatives to expand SunBug's presence across customer types ranging from homeowners to non-profits, and businesses and developers.
- Manage advertising across print and digital platforms
- Manage Social Media presence and Website content
- Generate quality press releases and build SunBug's media relations
- Leverage SunBug's reputation to generate positive online reviews from clients
- Manage and staff in-person events such as fairs and exhibits, primarily out of our western MA office
- Collect, process and interpret marketing data and metrics for ongoing reporting

Qualifications:

- Five years of experience in a marketing role
- Demonstrated opportunity generation capability involving a high quality, consultative based service offering
- Strong writing skills and experience writing effective marketing copy
- Digital or print design experience, including Photoshop and web or page layout software
- Website content management and experience with CMS software such as Drupal

- Social Media content creation and management experience
- Highly organized with a keen sense of attention to detail
- Proficient at multitasking in a fast-paced environment
- Ability to prioritize across a diverse set of constituents
- Strong digital communication skills

The successful candidate will be:

- Inquisitive and a quick learner with a highly effective communications style based on exceptional levels of integrity, optimism and energy.
- A team player.
- Passionate about delivering outstanding customer service both internally and externally.

Job Type: Full-time

Benefits:

- Health insurance
- 401(k) program with company matching
- Paid time off
- Professional development assistance

SunBug Solar is an equal opportunity employer. All employees will support diversity and inclusion in the workplace while interacting in a way that is free from discrimination.

Qualified candidates please submit your resume to jobs@sunbugsolar.com