

ABOUT HELIENE

Heliene is a fast-paced entrepreneurial company growing rapidly in a highly desirable industry, with a mission to be part of the solution to climate challenges and contribute to a better planet.

Heliene has taken the challenge to help the world reduce its reliance on fossil fuels, by striving to be a leader in renewable energy. We are a manufacturer of high efficiency and high-quality solar modules. Our modules are produced on state-of-the-art solar manufacturing lines in Ontario-Canada, Minnesota-USA, and at manufacturing partners around the world.

Customer First is more than a slogan. It's the guiding principle of our business, a core value, and the cornerstone of our company culture.

WHY JOIN HELIENE

We are looking for talented and motivated people that want to help us shape the solar industry. Under an experienced leadership team, we provide growth opportunities, intellectual challenge and a flexible, collaborative company culture.

We offer comprehensive benefits, including competitive salaries; paid time off; health, dental, vision and life insurance; as well as retirement plans.

THE POSITION

Job Title:	Marketing Manager
Position Status:	Permanent, Full Time
Department:	Sales
Supervision Received:	Chief Commercial Officer
Supervision Exercised:	N/A
Location:	Rogers, MN or Remote USA

A.	Marketing Strategy and Planning	45%
B.	Campaign and Content Direction	25%
C.	Sales Support and CRM Oversight	20%
D.	Other Duties as Assigned	10%
TOTAL		100%

Heliene is seeking an experienced Marketing Manager to lead our marketing function. Reporting to the Chief Commercial Officer, this role sets marketing strategy and direction for the company and works closely with the Sales team, the Public Relations (PR) firm, and other departments.

This role is both strategic and hands-on. The Marketing Manager builds the overall marketing strategy, plans campaigns, and sets content direction. The Marketing Manager also executes that strategy directly, including managing the website, overseeing social media, planning and attending trade shows, and supporting the Sales team. Up to 15% of travel is required for this position.

Key Responsibilities:

- Build and lead the annual marketing strategy and marketing plan and align the plan with company business goals.
- Turn Heliene's core differentiators (customer focus, local supply chains, FEOC-free and domestic content status, BOM optionality, and supply chain and cost transparency) into clear messaging for every channel.
- Set the direction for all marketing campaigns. Define goals, target audiences and key messages for each campaign.
- Manage the relationship with Heliene's external PR firm and align PR activity with the marketing strategy.
- Work with the commercial team to keep messaging on domestic content and FEOC status accurate and current as rules change.
- Direct the creation of marketing collateral, including brochures, presentations, and sales kits.
- Direct social media strategy and draft language for posts made by PR firm.
- Perform basic website maintenance, such as updating spec sheets and product content.
- Participate in existing lead-sharing process between the website, CRM, Sales team and distribution partner.
- Act as a CRM administrator (Microsoft Dynamics) by capturing customer interactions, supporting quote development, updating product records and export reports.
- Perform other duties as assigned by Chief Commercial Officer or delegate.

Minimum Qualifications:

A bachelor's degree in marketing, Business Administration, or a related field is required. Five (5) or more years of marketing experience is required. Two (2) or more years of experience leading marketing strategy or campaigns is required. An equivalent combination of education, training, and experience will also be considered.

- Experience in the solar PV module space is an asset.
- Familiarity with domestic content, FEOC rules, or US manufacturing supply chains is an asset.
- Previous sales or sales support experience is an asset.
- Strong knowledge of marketing strategy, brand management, and campaign planning.
- Experience working with an external PR or agency partner.
- Experience with CRM tools; Microsoft Dynamics experience is an asset.
- Experience maintaining a website. Using WordPress and Elementor is an asset.
- Strong writing skills with the ability to create clear and persuasive content.
- Strong project management and organizational skills.
- Able to manage multiple projects and meet deadlines in a fast-paced environment.

- Able to interpret data and turn it into clear, actionable recommendations.

Salary Range: \$80,000 to \$105,000 Annually

Benefits:

- **Employer paid employee medical & dental benefits**
 - Co-pay for spouse/dependents
- **Performance Incentive**
- **Life Insurance**
- **401K match**
- **Paid PTO**
- **Paid sick days**
- **Paid personal days**

Qualified applicants should submit a cover letter and resume to the [Careers Center](#).

All applicants must be legally eligible to work in the United States of America.

Heliene is strongly committed to fostering diversity and inclusivity within our organization and is an equal-opportunity employer. Heliene invites and encourages applications from all qualified candidates from equity-deserving groups, and all qualified applicants will receive consideration without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Currently, Heliene USA is not accepting applicants that require sponsorship.