

Job Title: Marketing Communications Manager
Location: Wallingford, CT

Hydrogen... the most abundant element in the universe is your ticket to a rewarding future. Every day there are reports of how hydrogen (produced by water electrolysis and renewable energy sources) is displacing fossil fuels, reducing greenhouse gasses, and helping to revitalize our planet.

Nel Hydrogen is the global leader in on-site hydrogen generation and the largest electrolyser manufacturer in the world. Armed with a full portfolio of water electrolysers and hydrogen fueling station technologies, Nel Hydrogen is leading the charge into the new green hydrogen economy.

If you are driven by personal initiative combined with loyalty and commitment to your team and the ability to convert complex issues into simple solutions, then we want to talk to you. Help make the world a better place. Join a company that is on the cutting edge of new energy innovations, with an energized, progressive culture.

POSITION SUMMARY

Driving lead generation and conversion through the development and management of effective marketing programs to support global electrolyser and laboratory gas generator product sales.

RESPONSIBILITIES:

Event Marketing:

- Manages Nel Hydrogen's Event Marketing Program – including registration, promotion sponsorships, booth graphics, materials, promotional giveaways, and event lead management.
- Manages the production of private events to support Nel Hydrogen's strategic sales and marketing initiatives.
- Attends Nel Hydrogen's tradeshow events for booth setup, to support sales team, build marketing relationships, and to conduct market research.

Content Creation:

- Develops technical product literature for industrial electrolyser and laboratory gas generator products- including brochures, catalogs, and technical specifications.
- Collaborates with sales and engineering contacts to conduct market research for new content development for technical application-based articles, white papers, and blogs for social media, industry publications, digital newsletters, and online product resources.
- Works in partnership with sales and marketing management team for editing and re-releasing press releases on Business Wire Platform.
- Manages division's promotional marketing program to support new products sales and technical service aftersales revenue using marketing automation platform.
- Manages copy approval process for marketing-based content while interacting with engineering and sales leadership team to manage edits.

Nel Hydrogen

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- Supports the production of live action and animated videos for corporate capabilities, and product video projects.
- Supports the development and production of webinars with industry publications.
- Content management of the website, and social media platforms including website redesign projects, improvements, SEO management, and Google Analytics.
- Creation and editing of tradeshow graphics, printed literature and photos utilizing Adobe Creative Suite.
- Consults with distributors on website content, product literature, event marketing, and email automation.

Manages Pardot B2B Marketing Automation Platform:

- Implements changes to Pardot platform including custom fields, webforms, lead scoring, grading, and users.
- Creates and edits engagement programs (email automation) to improve lead conversion.
- Creates graphical HTML content for email promotions, engagement programs, and landing pages.
- Management of leads and contacts utilizing data from prospect record, including campaign, application, region, industry, lead source, and web forms.
- Creation of dynamic and static lists for targeted email blasts and engagement programs.

Project Management for Strategic Sales & Marketing Projects:

- Management of project plan, deliverables, project milestones, and scheduling.

Salesforce CRM Administration/Backup:

- Administration of users, custom fields & field values, layouts
- Implementation and management of software add-ons Pardot & CPQ
- Management of leads and campaign data
- Generation of custom reports and dashboards for sales and marketing leadership.
- Responsible for Event Marketing Program. Responsible for management of Digital Promotional Marketing and Administration of Pardot Marketing Automation Platform. Responsible for lead and campaign management in salesforce.

QUALIFICATIONS:

Education:

Bachelor's in business administration or communications from an accredited university

Required Skills and Abilities:

- 3-5 years of marketing and sales experience
- 2-4 years of experience in content creation for technical products
- 2-5 Years of event management experience
- 2-5 Years of Pardot Automation Platform experience
- 2-5 Years of budget management experience.
- Experience with website content management- Drupal, or Wordpress
- Experience with Google analytics, and SEO

- Proficient in Adobe Creative Suite, Excel, Visio, administration of email automation platforms, and Salesforce CRM
- Experience in marketing program management is a plus
- Experience supervising employees is a plus

Competencies:

- Attention to Detail/Accuracy
- Problem Solving and Troubleshooting Skills
- Communication; written, listening and verbal
- Planning, organizing, and prioritizing
- Leadership
- Critical Evaluation
- Relationship Management
- Consultation
- Ethical Practice

The above statements reflect the principal functions of the position and shall not be construed as a detailed description of all work requirements that may be inherent in the job.

Nel Hydrogen provides comprehensive health and insurance benefits for its employees as well as a stock option plan. The Company offers competitive paid vacation time, sick leave, and holidays.

The Company has a published Code of Conduct that all employees are expected to follow.

Visas

- Nel will only employ those who are legally authorized to work in the United States. This is not a position for which sponsorship will be provided.
- Individuals with temporary visas such as E, F-1, H-1, H-2, L, B, J, or TN or who need sponsorship for work authorization now or in the future, are not eligible for hire.

We are an equal opportunity employer We are an equal opportunity employer-M/F/Disabled/Veteran and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law. All employment is decided based on qualifications, merit, and business need.

To apply, please e-mail your cover letter and resumé to: nelctcareers@nelhydrogen.com.