

**Job Title:** Marketing Analyst/Communication Specialist  
**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 product sales.

### RESPONSIBILITIES:

Content and Collateral Creation and Management:

- Assist in development of product literature (including advertisements, brochures, catalogs, and technical specifications) for Nel's family of products.
- 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.
- Partner with sales and marketing management team for editing and releasing press releases on Business Wire Platform.
- Assist in photo shoots, photo editing and management of Nel's image library
- Support the production of live action and animated videos for corporate capabilities, and product video projects.
- Assist in development of tradeshow graphics

Digital Marketing:

- Consults with sales and distributors on website content, product literature, event marketing, and email automation.
- Creates graphical HTML content for email promotions, engagement programs, and landing pages.
- Supports the development and production of webinars with industry publications.
- Content management of the website and reporting on Google Analytics.

### Nel Hydrogen

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#### Project Management for Strategic Sales & Marketing Projects:

- Management of project plan, deliverables, project milestones, and scheduling and budget oversight.
- Coordinate with Nel parent division in support of their Marketing programs.

#### Pardot Management and Administration:

- Manages division's promotional marketing program to support new product sales and technical service aftersales revenue using marketing automation platform.
- Creates and edits engagement programs (email automation) to improve lead conversion.
- 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.
- Evaluate platform; collaborates with Salesforce Admin to establish data capture and reporting/dashboard best practices.

#### QUALIFICATIONS:

##### Education:

Bachelor's in Marketing or Communications from an accredited university

##### Required Skills and Abilities:

- 3-5 years of marketing experience
- 2-4 years of experience in content creation for technical products
- Salesforce Certified Pardot Specialist or 2-5 Years of Pardot experience
- 2-5 years of budget management experience
- Website content development software -- Drupal or WordPress
- Google Analytics and SEO experience
- Proficient in Microsoft Office Suite (Word, Excel and PowerPoint)
- Working knowledge of Adobe Creative Suite (InDesign, PhotoShop, Illustrator and Acrobat)
- 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](mailto:nelctcareers@nelhydrogen.com).