

Marketing Specialist

EnerNOC, a leading provider of energy management solutions, has an immediate need for a Marketing Specialist. As Marketing Specialist, you will be responsible for developing insights into EnerNOC's customers, competitors and markets, and then leading marketing initiatives that leverage these insights to drive tangible results. Your responsibilities will include:

Developing insights by:

- Informing strategic marketing decisions by evaluating total market size, key customer segments, existing and emerging competition, market and vertical penetration, pricing, and other market opportunities
- Rigorously measuring and analyzing marketing initiatives to identify successful strategies
- Spending time in the field with EnerNOC's Sales team, customers and prospects to directly understand their perspectives

Leveraging these insights to drive tangible results by:

- Designing and executing a wide range of marketing programs including direct mail, email, webinars, conferences and events and more
- Directly supporting specific business opportunities with proposal development, pricing analysis, securing customer references, competitor benchmarking and more
- Creating and developing new content for marketing materials, including collateral, whitepapers, presentations, case studies and newsletters
- Creating and developing effective sales tools, such as ROI calculators and Statements of Financial Opportunity

This job requires excellent research, writing, and analytical skills. This individual should possess:

- High standards for producing quality work efficiently and on time. Related to this, a strong urgency to complete tasks and have a measurable impact on the business
- A strong bias for action combined with a natural inclination to take the initiative and own the result
- A natural curiosity that leads you to dig deeply for answers and/or organize information in ways that reveals the underlying patterns
- A relentless drive to succeed and improve on the status quo
- Leadership and strong communication skills

Required Qualifications/Skills/Education:

- BA/BS preferably in engineering, business management, or economics
- Two or more years of professional work experience within management consulting, the energy sector, B2B marketing, or other related fields
- Excellent writing skills and high proficiency in the Microsoft Office productivity suite



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About EnerNOC:

EnerNOC is transforming the way the world uses energy. We help commercial, institutional, and industrial organizations use energy more intelligently, pay less for it, and generate cash flow that benefits the bottom line. Our technology-enabled energy management solutions help meet the needs of transmission system operators, electricity suppliers, and distribution network operators that deliver energy and are responsible for maintaining the real-time balance between supply and demand. We bring proven expertise and innovative ideas to these partners through a full suite of energy management solutions including:

- **Demand Response:** Thousands of facilities in our network get paid for reducing their energy consumption during certain critical periods, while our utility customers get access to clean, reliable capacity where and when it is needed most. EnerNOC demand response is a win-win.
- **Energy Efficiency:** Our monitoring-based commissioning application helps businesses and institutions uncover significant energy savings, often without the need to invest significant capital, leading to persistent energy cost and emission reductions.
- **Energy Procurement:** In deregulated markets such as the UK, our energy procurement solution helps businesses and institutions navigate complex energy markets and buy energy more cost-effectively. Put us to work to also help you procure the right mix of renewable energy for your facilities.
- **Carbon Accounting:** Our customers are faced with demands to monitor and reduce their carbon footprint. Our carbon accounting application delivers a solution that leverages EnerNOC's expertise in data management, energy efficiency, professional services and regulatory affairs.

EnerNOC, which stands for Energy Network Operations Center, has won numerous awards for its technology, customer service, and industry leadership. We attract bright, enthusiastic people who are dedicated to helping achieve a cleaner, safer and more cost-effective energy future.