



**Title** Marketing Director  
**Reports to** VP of Sales Marketing

**Job Description**

Array Technologies, Inc. (ATI) is the global leader in solar tracking and experiencing explosive growth built on our best-in-class technology and dynamic team. ATI attracts highly skilled, self-motivated people who want to accelerate the world's adoption of clean and economical energy. If you meet these criteria please consider the company that has been leading the solar energy revolution for 27 years.

ATI is seeking a Marketing Director to oversee, develop and manage all aspects of a broad range of domestic and international marketing plans and operations for the company. The director will be responsible for developing and implementing all external and internal marketing strategies, marketing communications, and public relations activities and oversee development and implementation of support materials and services for the company. Directing the efforts of the marketing, communications and public relations staff, the director will coordinate at strategic and tactical levels with other company departments with the end goal of improving ATI's branding, product image, and company information. This position is full-time and exempt. Pay is DOE.

**Duties and Responsibilities**

- Develop marketing strategy, based on knowledge of market conditions in all target markets.
- Design, implement, and facilitate annual marketing plan. Support and facilitate development and implementation of section business/marketing plans.
- Translate business objectives and strategies to develop brand portfolio objectives, strategies and plans to facilitate business growth.
- Plan and administer the marketing operations budget, including local, national, and international efforts.
- Manage and oversee marketing suppliers, vendors and consultants including negotiating with media agents to secure agreements for translation of materials into other media.
- Develop, edit and/or oversee materials according to specific market or company/customer requirements. Oversee and collaborate with the development of promotional materials including marketing collateral and print copies. Oversee and assist in developing public relations efforts
- Oversee the development and administration of marketing database including client and prospect information, mail and email lists
- Manage the marketing department, including staffing and hiring, and building and developing a competent, commercially astute, dedicated and efficient team
- Collaborate with, share information with, and instruct marketing, sales, engineering and other related departments as to marketing efforts.
- Manage day-to-day activity with PR, press and marketing communications agencies.
- Oversee and assist with writing, designing, managing and updating marketing materials including articles, presentations, brochures, press releases, newsletters, website copy, etc.

**Required Knowledge, Skills, and Abilities**

- Understanding of marketing principals for a value leader, familiarity with economic value propositions, etc.
- Experience creating a solid network of strategic partnerships, building relationships with media, etc.
- Possess a strong skill set that spans these areas:
  - Communications / public relations
  - Digital marketing
  - Promotional campaign design / implementation
  - Trade show / conference / event experience
  - Content marketing
- Extensive experience in the solar or renewable power industry preferred
- Excellent communication skills, both verbal and written

---

### **Education and Experience**

---

- BS/BA in Marketing or related field
  - Minimum 10-15 years marketing leadership experience in a B2B environment
  - Experience designing, implementing and monitoring successful marketing strategies that align with business and commercial goals
  - Management capabilities, experience in leadership roles, resource allocation, and budget development
-