



Job Description:

Marketing Specialist

Stateline Solar is seeking a dynamic and self-motivated Marketing Specialist to lead our marketing efforts and drive brand awareness. This full-time role oversees all aspects of marketing strategy, content creation, advertising, and customer engagement to generate high-quality leads and enhance our presence in the solar industry. The ideal candidate will be an innovative thinker, a strong leader, and a results-driven marketer.

Position Details

- **Job Type:** Full-time (40 hours per week)
- **Location:** Stateline Solar office
- **Benefits:** Health insurance, retirement plan with employer contributions, and paid time off (PTO) after a 90-day onboarding period

Key Responsibilities

Content Collection – Photography & Videography

- Visit installed customer job sites to capture images and videos of solar arrays, EV charging stations, and battery backup systems
- Document installation team activities for marketing and educational content
- Capture aerial footage using drones (training available)
- Develop professional photo booklets for commercial projects
- Edit photos and videos using Adobe and Canva
- Send personalized post-installation emails to customers with images and videos
- Collect and edit customer testimonials for promotional use

Social Media & Digital Presence

- Manage and grow Facebook & Instagram presence with 2-3 posts per week
- Expand reach on platforms like LinkedIn, TikTok, and Snapchat
- Develop an engaging YouTube presence with weekly educational and entertaining videos
- Execute targeted marketing campaigns to reach specific audiences

Editing & Design

- Create visually compelling content using Canva, Adobe, and other editing tools
- Design print materials such as brochures, educational documents, and promotional assets

Email Marketing (MailChimp)

- Compile a monthly e-newsletter featuring company updates, customer spotlights, and solar industry news



- Develop targeted email campaigns for different customer segments (residential, agricultural, commercial, etc.)

Billboards & Signage

- Plan and manage annual billboard schedules with Lamar and other providers
- Design eye-catching billboard and signage advertisements
- Assist with the creation of yard signs and other promotional signage

Advertising & Media Management

- Oversee advertising schedules in local newspapers and directories
- Design print ads and coordinate placement in various publications
- Identify and pursue new advertising opportunities, such as school sports programs and business directories

Content Creation – Blogs & Educational Articles

- Write and publish informative blogs for the company website
- Share blogs via email newsletters, social media, and local newspaper articles
- Work with team members to produce engaging, accurate, and educational content

Events & Community Engagement

- Plan and promote fairs, home shows, team outings, and community education events
- Represent Stateline Solar at Solar Socials and public engagements

Direct Mail Marketing

- Develop and manage a mailer schedule, targeting specific audiences each month
- Compile customer contact lists and utilize VistaPrint or mass mailer software
- Design impactful and informative mailers

Strategic Marketing & Analytics

- Identify new marketing opportunities, including untapped advertising channels and regions
- Analyze campaign effectiveness, lead sources, and conversion rates
- Work closely with the Sales Team to refine marketing strategies based on feedback

Leadership & Team Management

- Oversee and provide guidance to Multimedia Specialists and other team members involved in marketing
- Assign tasks, provide direction, and ensure marketing projects are completed efficiently
- Analyze lead generation effectiveness and collaborate with the Sales Team to optimize marketing efforts

Additional Occasional Duties



- Assist with material handling and general office tasks as needed
- Answer customer inquiries when other team members are unavailable
- Participate in community events, educational presentations, and trade shows

Current Equipment Available

- **Canon EOS Rebel T6**
- **Multiple GoPros with attachments**
- **Ronin Stabilizer**
- **Multiple Drones** (training provided)

At Stateline Solar, we believe in creativity, innovation, and teamwork. If you're passionate about marketing, sustainability, and making an impact in the renewable energy sector, we'd love to hear from you!