



**Job Title: Marketing Manager**  
**Department: Marketing**  
**Reports to: Jackie Whitman, Director of Marketing**

## **COMPANY OVERVIEW**

Leave the shirt and tie routine at home and...

Come work for a progressive, new energy services company offering natural gas and electricity services throughout the U.S.

Our company is growing. Our industry is growing. Our clients are growing. And our people are growing. The fact is, when you work at XOOM Energy, the opportunities for professional development have few boundaries. We are looking for individuals that are ready for a challenge, willing to jump in and be a team player and desire the opportunity to make a difference. At XOOM Energy, you can become a vital part of an up and coming company in a dynamic industry + meet and work with incredibly talented people + expand your horizons!

## **JOB DESCRIPTION**

The position requires a talented and flexible individual with strong marketing and communication skills, a keen sense of design and experience in web and content marketing. The Marketing Manager will be responsible for the day-to-day operations and oversight of marketing campaigns and communication channels. The ideal candidate is a keen adopter of proven modern marketing techniques, and will be responsible for supporting and executing creative concepts for integrated marketing campaigns, while ensuring brand integrity and consistency.

The Marketing Manager will have a wide-range of responsibilities to both develop and execute the full breadth of marketing activities including email campaigns, trade show coordination, marketing collateral, video production, direct mail campaigns, customer reward programs and public relations.

## **Key Responsibilities**

- **Marketing Management:** Lead development and execution of multi-channel strategies to drive acquisition, activation, retention and win-back of consumer and small business customers. Responsible for delivering consistent brand experiences to retail consumers and sales channel partners through effective management website and marketing material execution.

- **Team Management & Engagement:** Manage and develop team members. Lead a small team of marketing specialists and third-party vendors. Coach the team to high performance and active collaboration and engagement.
- **Channel Partner Development:** Work with Channel Managers to provide marketing support for current channel partners, as well as launch new channel partners. Communicate effectively with channel partners to help in the successful performance of our partners.
- **Customer Communications:** Provide leadership on development and execution of critical customer facing communication programs. (i.e. customer acquisitions, new product announcements, renewals, etc.)

The ideal candidate will have 7-10 years experience in an increasingly responsible marketing role. You should be a self-starter with a strong eye for detail and a well-developed design sense.

### **JOB REQUIREMENTS**

- Bachelor's degree required; Master's preferred in business, communications or related field
- 7 – 10 years of experience
- At least 3 years in a project leadership role
- Ability to communicate effectively, both written and oral
- Team player and willingness to “roll up your sleeves” to get the job done
- Self-starter with demonstrated leadership skills and strategic thinking
- Exceptional interpersonal and communication skills
- Ability to handle multiple projects and priorities simultaneously
- Must have a full knowledge of PowerPoint, Excel, and Word
- A high degree of organization is a must
- Excellent writing skills a must

**To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.**

**Please send your resume to [xoomcareers@xoomenergy.com](mailto:xoomcareers@xoomenergy.com)**