

OPTIMIZE RENEWABLES™

Creating A New Balance of Power

JOB DESCRIPTION

Position: VP, Marketing Communications

A. Overview

Optimize Renewables LLC is an exciting, fast-growing company that plans, develops, designs and delivers microgrids and other integrated renewable energy projects to deliver the “right mix of energy solutions” for commercial and industrial clients, municipalities, universities, schools, and hospitals.

The Company's offer attracts repeatable, multi-site customers with a defined commitment to resiliency and/or sustainability, helping them achieve significant energy cost reductions, improved energy management, enhanced resiliency, and optimal renewable power generation – including generating assets such as Solar, Wind, Geothermal, Biomass, Biogas, and Combined Heat and Power (CHP) systems.

Optimize Renewables operates across North America, including the US, Canada, Mexico, and the Caribbean, but is largely focused on the 13-state Appalachian Region.

B. Position Summary

The **VP, Marketing Communications** is a member of the **Business Solutions Team** and is responsible for is responsible for creating, implementing, and ensuring the **Optimize Renewables** corporate vision and business development mission. Reporting directly to the **Chief Business Solutions Officer**, this position oversees the organization's corporate branding, marketing communications, and origination, including: Market research and penetration, including policy and incentives; marketing strategy; messaging; web site, portal, and process automation; social media and SEO/SEM; channel and ally relations; media and public relations; industry thought leadership; investor relations and road show development; corporate content and materials; conferences and events; internal communications; presentations; crisis communications; and rich media assets; including photography and videography.

This position requires close cooperation with the **Leadership Team**, as well as our **Business Solutions, Operations, and Finance Teams**, to ensure the alignment with organizational goals. The **VP, Marketing Communications** will play a key role in advancing the company's mission through effective storytelling and resource development. This position will collaborate extensively across the organization.

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C. Responsibilities:

1. Corporate

- Provide leadership as a key member of the **Business Solutions Team**, facilitating **Optimize** business, growth, sales, and marketing strategies.
- Integrate the marketing communications plan effectively into the overall corporate business plan.
- Increase revenue generation and margins.
- Reduce costs and timeline to revenue.
- Use automation to make human capital across the organization more effective.
- Leverage data and analytics to drive insight.
- Modify or redirect business intelligence strategy.
- Develop and measure key metrics around the business, including engagement rates, conversion rates, qualification rates, customer acquisition, satisfaction rates and repeatability.
- Assess candidates, new hires, and teammates across the organization.

2. Branding

- Lead all **Optimize** branding efforts, ensuring alignment with the strategic vision of the organization, while driving awareness, revenue, relevance, and respect.
- Establish, refine and/or enforce brand standards across all channels to ensure consistency and impact.
- Manage organizational brand and message discipline across all programmatic materials, including press releases, op-eds, speeches, online content, and events.
- Register trademarks and secure URLs as appropriate to best serve the **Optimize** strategic investment and build value in specific and appropriate offers and services.
- Rally **Optimize** stakeholders (Board, Teammates, Partners, Allies, Customers, etc.) around the brand.

3. Marketing Communications and Origination

- Work directly with the **Optimize Business Solutions** origination and development teams.
- Mobilize the teams to “get the plan off the page” with efficiency and flexibility – measuring results and adjusting the plan to reach aggressive goals quickly.
- Develop/implement integrated, automated campaigns targeting specific markets and designed to deliver a continuous flow of prospects for qualification. **(Targeting 25 Campaigns in 2025)**
- Use HubSpot and related platforms to drive the development and management of incoming prospects, leads, opportunities, and the business development pipeline.
- Continually refine the business development funnel, including: Identification, segmentation, market intelligence, competitive analysis, prospecting, lead generation, qualification, financial modeling, proposals, contracts, and post-purchase programs including repeatability and revenue retention.

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- In conjunction with the **CBSO**, manage the workflow, preparation, accuracy, and appropriateness of responses to RFIs and RFPs.
- Pioneer/implement measurable strategies that will drive revenue goals.

4. Messaging Strategy

- Work with Subject Matter Experts (SMEs) across the organization to define, refine, and disseminate messages that align to deliver the **Optimize** value proposition.
- Ensure that this messaging strategy is communicated effectively across the organization, safeguarding external continuity. (Brand Standards; Elevator Pitch; Templates and Boilerplate; etc.)
- Communicate the dynamic vision of the Company to prospects and customers, partners, members of the media, and other stakeholders.
- Provide feedback to the Team about the relative effectiveness of campaign messaging, further contributing to offer and/or messaging refinement.

5. Marketing/Business Development Strategy

- Work with the **CBSO** to prepare overall marketing strategy with a strong bias to action.
- Partner closely with Department heads and SMEs across the organization to create, implement, and manage an integrated marketing communications plan in alignment with approved budget.
- Build organizational understanding of specific vertical markets and the differentiated value propositions that the **Optimize** integrated offer can provide for each.
- Drive business development to achieve the Organization's aggressive growth objectives by quantifying sub-objectives and metrics down through the Business Development Funnel.
- Provide quality assurance in the methodologies used to develop customers and create relationships.

6. Industry Thought Leadership

- Map out the markets, geographies, services, and technologies where **Optimize** will apply its Thought-Leadership efforts.
- Continuously and congruently apply the brand across all internal and external media to drive awareness and clout, reinforcing **Optimize** as a leader in the resiliency and renewable energy field.
- Programmatically build the profile of key members of the **Optimize** Team and Board, strengthening the organization's brand and reputation as a Thought Leader.
- Use an appropriate combination of old and new-school tools and tactics to build the organizational profile, as well as the profiles of specific Team Members (i.e. White Papers, Blogs, VLogs, Webcasts, Podcasts, Social Media, Public Relations, Speaking Engagements, Growth Engine Tour, Media Tour, etc.)

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7. Investor Relations

- Work with the **CEO, CBSO, COO, and CFO** to develop an appropriate, multi-level Investor Relations program, complete with messaging strategy and delivery plan.
- Support the creation of Investor Road Shows with appropriate materials, presentations, and external communications designed to promote the value proposition of investment.

8. Offer Development

- Establish the value proposition for the existing **Optimize Renewables** integrated offer, as well as its individual components, and package these for inclusion in the messaging strategy.
- Develop an **Optimize Renewables** 'Offer Roadmap,' to establish the path forward for the organization's 'Right Mix' of integrated technologies and financial offers; update bi-annually.
- Work with Technical SME's to identify potential new-to-the-mix services and technologies for consideration, vetting, and due diligence in the evolution of the **Optimize** integrated offer.

9. Market Research and Penetration

- Establish a consistent framework for how to approach and present coherent market information.
- Provide competitive market intelligence with universal access across the organization.
- Build and maintain a real-time database for local, state, federal, and utility policy, ultimately with direct integration into **Optimize** financial models and campaigns.
- Analyze and interpret data on customers, buying practices, and competitors.
- Build and manage contacts and relationships, while seamlessly integrating customer/contact identification and qualification through the organization's preferred CRM platform (HubSpot).

10. Web Technologies

- Utilize state-of-the-art web technologies to reach prospects, partners, and customers on their tools of choice: Desktop or laptop computers; tablets, smartphones, etc. (Mac or PC).
- Establish and maintain a best-in-class, customer-focused web presence that communicates **Optimize** differential advantages while driving education, lead generation, and pre-qualification.
- Build an **Optimize Developer Growth Engine™** portal providing password-protected, interactive access to a suite of services supporting Developers, EPCs and others.
- Aggregate origination by providing co-development opportunities.
- Utilize APIs to automate tools/processes, bridging the gap to back office systems, reducing FTE time commitment, compressing the solution cycle, and bringing revenue forward.

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11. Social Media and SEO/SEM

- Utilize social media to strengthen **Optimize** brand awareness, relevance, reputation, and esteem among target audiences and position the company as a resiliency and renewable energy leader.
- Lead the marketing communications team to create a best-in-class social media presence that empowers stakeholders to spread the **Optimize Renewables** brand virally.
- Limit the use of Social Media applications to align with departmental bandwidth while maximizing ROI. Priorities are: LinkedIn, YouTube, X, Instagram, and Google+.)
- Develop innovative campaigns that increase the number of quality followers and turns them into customers, partners, allies, or educated media.
- Build and leverage connections to ensure that influencers within target industries, demographics (and media) know and understand the **Optimize** offer.
- Measure and manage recognition and clout so **Optimize** is recognized for all the right reasons.
- Drive Search Engine Optimization (SEO) by understanding the impact and etiquette of Google's ever-changing search engine algorithm and applying social media appropriately.
- Continue to evaluate and enhance **Optimize** SEO and Search Engine Marketing (SEM) strategies by utilizing key search terms and long-tail keywords to drive end-use.
- Leverage relationships to broaden **Optimize** reach and impact so that we can do more with less. (i.e. Origination Partnerships, In-Kind Support, Celebrity Ambassadors, etc.

12. Channel and Ally Relations

- Develop and implement a communication strategy designed to identify, engage, and maintain relationships with 'Channel Partners' (Developers, EPCs, Utilities, Associations, Service Firms, Financiers, etc.), creating more boots-on-the-ground and enhanced prospect flow.
- Continually identify potential new channel/ally candidates or industries, identify the objectives associated with each, and create a plan to deliver on those goals.
- Work with **Finance** and/or **Legal** to establish, refine, and update a set of origination or co-development contracts for use as a template or starting point.
- Tag channel partners, associations, and allies within existing lists, and add to those databases opportunistically, enabling **Optimize** to effectively plan and target its channel campaigns.
- Seamlessly integrate lead-generation campaigns and specialized origination opportunities.

13. Media Relations

- Craft and implement a story arc to tie together **Optimize** messaging, maximizing impact.
- Cultivate and maintain relationships with key business media as well as editors, reporters, and producers covering targeted markets, as well as social media platforms and influencers.

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- Build and maintain master editorial and production calendars for targeted publications/programs to maximize the value of external communications programs (releases and feature articles).
- Create the full spectrum of communications materials, including messaging documents, email templates, client letters, proposals, alerts, fact sheets, and field communications.
- Manage and/or draft **Optimize** press releases and integrated social media promotion.
- Manage and/or prepare abstracts to pitch feature articles and, when successful, deliver those feature article commitments.
- Serve as an official spokesperson for **Optimize**, while proactively managing reputational issues.
- Work with others on the **Optimize** leadership team to build a crisis communications plan (and hopefully never use it).
- Help build executive platforms for the **Optimize CEO** by identifying themes and storylines and building PR programs to execute in the market.
- Develop programs and communications that inform and equip the **Optimize** Management Team to communicate effectively to clients and prospects about key company news and issues.

14. Corporate Content, Materials, and Presentations

- Plan, implement, and manage a content creation function that will enable **Optimize Renewables** to build effective, lead-generating campaigns.
- Oversee the design, development and production of collateral materials, including brochures, two-pagers, spec/tech sheets, case studies, white papers, posters, infographics, business materials, etc.
- Design and write copy as needed.
- Vet, select, and manage external creative partners, printers, production houses, and other sources for creative or production projects.
- Provide compelling templates for visual communication in one-on-one or large audience settings.
- Work with SMEs to develop targeted slide decks for specific market or customer opportunities.

15. Conferences and Events

- Oversee the development of an **Optimize** annual master conference and event calendar to maximize value across a broad spectrum of vertical and horizontal markets.
- Lead a cross-functional conference planning team to coordinate logistics and deliverables, including booth/meeting space, registration badges, housing, packing, and transport.
- Maintain show schedules, checklists, and processes through exhibit management templates.
- Responsible for the 'brand in the booth,' including visual communication, messaging, traffic flow, on-site communications, and lead capture.

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- Manage creation of event contact dossiers as well as pre-show, and post-show communications.
- Oversee conference participation and meeting schedules.
- Support onsite execution and management of key events, including show set-up and tear-down.
- Ensure processing of show leads in the **Optimize** CRM system, as well as post-event triage and lead assignment to the organization's business solutions professionals.

16. Internal Communications

- Promote clear internal communications efforts throughout the organization.
- Develop employee communications strategies to help drive brand awareness and employee pride.
- Promote relevant news to all **Optimize Renewables** employees through corporate communication channels including email, internal newsletters, quarterly meetings, and (eventually) a corporate Intranet.
- Proactively initiate cross-functional communication across **Optimize**, eliminating silos.

17. Rich Media Assets

- Demand that production value standards are maintained in order to establish and maintain the **Optimize** position as a regional, national, and global brand leader.
- Apply these standards to various Rich Media Asset format types and deliverables, including: Photography, videography (including aerial), time lapse, animation, and illustration, among others.
- Maintain a Rich Media Asset Library as **Optimize** projects are completed, providing digital files with effective naming structures for superior organization as well as organic SEO impact.
- Understand and negotiate beneficial usage rights for all photography and videography, whether stock or shot-to-order.

D. Qualifications

1. Knowledge and Skills (Behavioral and Strategic Capabilities)

- **Motivation** – Creative thinker, independent worker, and self-starter motivated to build a timely resiliency and clean energy solutions company with experienced growth managers/entrepreneurs.
- **Background** – Thorough knowledge of marketing and marketing communication principles, brand, product, and service management, sales and business development; along with a demonstrated track record of success and performance.
- **Strategic Thinking** – Ability to develop and execute long-term marketing communication strategies aligned with business objectives.
- **Brand Management** – Expertise in shaping and maintaining a consistent brand identity across all communication channels.

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- **Stakeholder Engagement** – Ability to collaborate with internal teams, executives, and external partners to drive marketing initiatives.
- **Crisis Communication** – Competence in managing the **Optimize Renewables** brand reputation and responding effectively to Public Relations challenges.
- **Leadership and Team Development** – Ability to mentor, motivate, and build high-performing marketing teams, while providing constructive feedback.
- **Customer-Centric Mindset** – Understanding of audience-needs to craft compelling and effective messaging and content.
- **Data-Driven Decision Making** – Ability to analyze market trends and performance metrics to optimize marketing efforts.
- **Innovation and Adaptability** – Ability to understand changing market dynamics, translating them into actionable strategies to achieve company objectives.
- **Cross-Functional Collaboration** – Ability to work effectively with business solutions, finance, and operations teams.
- **Market Knowledge** – Familiarity with microgrid, renewable energy, and/or Combined Cooling Heating and Power (CCHP) sectors is highly preferred.
- **Production** – An understanding of all aspects of print and digital material production; development and implementation of social media plans; and working with the press and related media outlets.

2. Competencies (Technical and Tactical Abilities)

- **Productivity** – Capacity to work productively and accurately in a fast-paced, challenging environment under tight deadlines as part of a high-performance, interdisciplinary team.
- **Communication Skills** – Strong research, writing, and proofing skills, with the ability to craft persuasive narratives and adapt language for different audiences. Exceptional verbal communication skills. Professional-level language proficiency in written and spoken English.
- **Problem-Solving** – Strong analytical skills to identify challenges and develop solutions.
- **Collaboration** – Strong interpersonal skills enabling effective work with cross-functional teams.
- **Attention to Detail** – Ability to ensure accuracy and compliance in all marketing communications and reports while maintaining an understanding of the big picture.
- **Coordination** – Effectively develop and maintain strong personal and organizational relationships with internal and external staff, as well as related organizations.
- **Dynamics** – Proven understanding of fast-paced start-up company dynamics highly regarded.

3. Software Systems/Platform Requirements

- **CRM** – Must be a CRM System super-user. Proficiency in inbound marketing a must. HubSpot preferred (Marketo a second choice).

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- **Web** – Web development background a must. WordPress preferred, but open to multiple platforms or Open Source options.
- **PR Platform** – Background working with PR Research, Dissemination, and Tracking Software useful. Prowly preferred. (Cision/PR Newswire a second choice.)
- **Video** – Video production skills a significant plus. Extra points for a deep understanding of Adobe Premiere preferred. (Director a second choice.)
- **Office** – Knowledge of Microsoft 365 Office Suite a must, including Word, Excel, PowerPoint, etc. (Google Docs a second choice.)
- **Creative** – Adobe Creative Suite programs including InDesign, Illustrator, Acrobat, and Photoshop, etc. (QuarkXPress a second choice.)
- **Social Media Management** – Knowledge and execution experience with social media management tools, such as HootSuite, Sprout Social, etc. Knowledge of and experience with Social Media Platforms, especially LinkedIn, YouTube, and Google+ extremely helpful.
- **Artificial Intelligence** – Familiarity with AI tools for content generation, data analysis, and research enhancement to streamline the development process and improve content quality.

4. Education

- Bachelor's degree in English, Communications, Journalism, Business, or a related field.
- Master's Degree is a plus.

5. Experience

- 5-7 years of experience in marketing, marketing communications, public relations, or brand management, with a track record of leading successful campaigns.
- Experience managing a team of communications professionals.
- Experience in a high-growth company, including entrepreneurial flexibility to manage dynamic, challenging situations.
- Familiarity with the microgrid and/or renewable energy sectors is highly desirable.

6. Certifications

- None Required, though accreditations in Marketing (PCM or CIM), Public Relations (CPRP or APR), and/or Digital Media certifications are a plus.
- HubSpot, HootSuite, and other Platform certifications may also be differentiating.

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E. Key Relationships

- Reports to the **Chief Business Solutions Officer**.
- Works collaboratively with the **CEO, CFO, and COO**.
- Coordinates with external stakeholders, partners and funders, including government agencies, foundations, and non-profits.

F. Physical Requirements

- This position typically works in our offices and requires ability to operate general office equipment including, but not limited to computers, copiers, and telephones.
- The person in this position will frequently communicate in person, by phone, or video conferencing, and in writing with peers, managers, subordinates, clients, and board members, and must be able to exchange accurate and timely information in these situations.
- Occasional travel may be required to meet with customers, attend conferences, or visit project sites.
- The responsibilities of this position may include physical activities such as standing or sitting for extended periods of time.
- The person in this role may be required to travel locally, regionally, and nationally on occasion via commercial airlines and using other forms of public transportation.

G. Working Environment

- This position typically operates in an office environment, with some limited flexibility to work remotely.
- Occasional evening or weekend work may be required to meet project deadlines.
- The person in this role must be comfortable working in a fast-paced, high-growth environment.

Optimize Renewables LLC is an Equal Employment Opportunity / Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, national origin, ancestry, citizenship status, military status, protected veteran status, religion, creed, physical or mental disability, medical condition, marital status, sex, sexual orientation, gender, gender identity or expression, age, genetic information, or any other basis protected by law, ordinance, or regulation.

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