



## Director of Marketing

Are you passionate about transforming the electrical grid and creating the smart energy infrastructure of the future?

Catalyze is a renewable energy data analytics, development, and asset management platform. Catalyze provides unique competitive advantage to commercial and industrial real estate groups transforming their properties into renewable, resilient, smart energy infrastructure. We are a growing national company of industry veterans and innovators with deep expertise in energy, renewable development, software, analytics, and finance.

We increase our commercial real estate customer's property net income, resiliency, and tenant value through the addition of solar, storage, microgrids, and electric vehicle charging. Our integrated origination-to-operation platform guides site identification and acquisition, load estimation, system design, project finance, and asset management.

As the Director of Marketing, you will develop and deliver our communication strategy with commercial real estate groups, their tenants, renewable energy co-developers, suppliers, financiers, utilities and regulators. The ideal candidate is a marketing generalist with particular strengths in channel marketing and designing, developing, and implementing our market strategy. You will work directly with senior management to craft and target messaging and materials to aid sales, business development, and strategic partnerships, including our website, presentations and sales materials, and proposal templates to incorporate into our software platform.

### Responsibilities:

- Own Catalyze's overall marketing strategy, including content creation and tailored messaging, as well as be directly responsible for its execution;
- Create materials targeting each of our stakeholder groups, particularly commercial real estate owners and their tenants, including sales collateral, case studies, blogs, proposals and other media formats across various distribution channels;
- Develop content and campaign schedules, working with our whole team to contribute and shape content;
- Identify and segment different customer profiles within each segment—such as private-equity real estate groups, REITs, corporate and owner-operators—with individual personas—such as owner, CFO, and property managers;
- Work closely with sales and account managers to maintain consistency of communications and support our channel partners—particularly real estate groups and renewable energy co-developers—with tailored materials for them to engage customers, tenants, and local regulators; and
- Manage website and overall online presence.



The ideal candidate should arrive with a creative and data driven mindset and be able to identify various market segments, develop customer profiles with individual personas, and create lead scoring for both customers and projects. The candidate is expected to develop and execute marketing campaigns through multiple channels targeted at commercial real estate groups, energy developers, power purchasers, power marketers, offtakers, utilities, financial institutions, and other strategic partners.

**Requirements:**

- Prior experience in both renewable energy and commercial real estate;
- At least five years of B2B marketing experience, particularly channel and content marketing;
- Knowledge of the solar energy development process, including site selection criteria, design approaches, financing structures, and long-term operations;
- Strong quantitative and analytic skills with interest in embedding process in our software platform;
- Demonstrated experience in measuring campaign effectiveness;
- Enthusiasm for working with cross-functional teams, especially in distributed organizations;
- Extensive experience both using Salesforce and integrating it with various marketing automation systems;
- Direct use of WordPress and various plugins for Website management and cross-platform publishing consistency;
- Earned a minimum of a Bachelor's degree in a relevant area;
- Willingness to travel to work with colleagues across the country, meet with customers and partners, and attend conferences;
- Ideal candidate will be a self-starter, creative, analytic, driven, and willing to work independently, and sometimes remotely.

**Location:**

- Cambridge, Massachusetts
- Work with, and travel to, other team members locations across the country.

**Compensation and Benefits:**

- Competitive compensation and standard benefits package;
- Flexible hours;
- Independence and responsibility to deliver in a fast-growing company in a sector undergoing fundamental transformation.

Catalyze is an equal opportunity employer and all decisions about hiring, promotion, compensation, bonus and discharge are made based on merit and business needs. We don't



discriminate on the basis of race, color, religion, marital status, age, national origin, or sexual identity. We are firm believers in the importance of team and community and use all the latest collaboration and communications tools.

Interested candidates should send resume and a cover letter to James Geshwiler, COO, [james@catalyze.net](mailto:james@catalyze.net).