



JOB ROLE - MARKETING & BRAND MANAGER

SmartHelio is a cleantech startup based out of Lausanne, Switzerland. As a response to the Twenty-First century's challenges, SmartHelio came up with the idea of bringing light without heat: to accelerate the rapid adoption of sustainable energy in the face of climate change. We use the sun in a smart way that's why we call ourselves SmartHelio. We are trying to disrupt the conventional energy supply arrangements using basic electronics and AI. Therefore, we have developed an Artificial Intelligence-enabled low-cost technology for solar energy systems (including the small and large scale solar installations). We provide deep-data analytic and decision-making tools for solar companies to improve their financials and business insights. Kindly visit www.smarthelio.com for more information.

About the Role

SmartHelio operates in Indian and European solar energy markets and currently engages with multiple projects with Indian and European solar energy champions. The incumbent will be working closely with the CEO, Products & BD team in India, and Switzerland. The key responsibilities of this role are as follows -

Brand Custodian

1. As a brand guardian, you will be building the company's brand and maintaining brand integrity across all company marketing initiatives and communications
2. Define a comprehensive short-term and long-term brand building strategies - including the setting of style guides, brand guidelines, brand vision and value proposition for short as well as long term
3. Benchmark company's brand value and present regular progress on a periodic basis
4. Prepare and monitor the marketing/brand building budget on a monthly, quarterly and annual basis and allocate funds wisely
5. Create and manage promotional collateral to establish and maintain product branding

Strategic Marketing

1. Develop strategies (short-term & long-term) and tactics to get the word out about our company and drive qualified traffic to our front door
2. Calibrate company's ongoing marketing initiatives
3. Define marketing KPIs
4. Measure and report on the performance of marketing campaigns, gain insight and assess against goals
5. Conceptualize and design promotional materials
6. Analyze consumer behavior and adjust email and advertising efforts accordingly

Public Outreach & Engagement

1. Conceptualize & deploy successful marketing & outreach campaigns and own their implementation from ideation to execution
2. Experiment with a variety of organic and paid acquisition channels like content creation, content curation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis

3. Produce valuable and engaging content for our website and blog (social media handle) that attracts and converts our target groups
4. Takeover ongoing outreach efforts (newsletter, social media campaign, webinars, white paper, etc.) and work upon it

What you will need

1. Demonstrable experience in building brands from sketch
2. Relevant experience of managing brands for a sufficient amount of time
3. Proven experience in identifying target audiences and in creatively devising and leading across channels marketing campaigns that engage, educate and motivate
4. Solid knowledge of website analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends)
5. Solid experience in organizing digital (social media, webinars, virtual events, etc.) and physical (magazine articles and other off-line campaigns) campaigns
6. Super comfortable working with numbers, making sense of metrics and processing figures with spreadsheets
7. Excellent verbal and written communication skills
8. Up-to-date with the latest trends and best practices in online marketing and measurement
9. A degree in Business, Advertising, and Marketing (MBA), Economics (Masters) or Engineering from a first-line college
10. If you hold a bachelor's degree you will require a minimum of 2 years of relevant work experience. In case of exceptional candidates, the experience & educational qualification criteria can be relaxed

Joining

As soon as possible on a full-time basis

Location

Delhi, India. However, presently, we are preferring Work from Home

Offers

1. Compensation as per the market standards
2. Opportunity to work with a dynamic team in Switzerland & India
3. Opportunity to network with people in India & Europe
4. Opportunity to participate in relevant technology & business conclaves

How to Apply

Kindly share your CV and Cover Letter with neeraj@smarthelio.com & govinda@smarthelio.com AND Please click on the link (<https://forms.gle/A4YMG6RHkn87kyQQ7>) and submit the requested details