



ROLE - Marketing Intern

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 a group of people from 10 different nationalities, working together to build the next generation cleantech future. We are using frontier technologies (Artificial Intelligence, Internet of Things, and Machine Learning) to disrupt the Renewable Energy industry. We have used decades of real solar data and deployed IoT devices to develop deep algorithms that generate precise technical and financial insights for the solar/renewable value-chain stakeholders. In a mission to democratize AI & ML in the renewable industry, we are building services to process the billions of data sets and provide advanced technological solutions to everyone in an affordable manner. Kindly visit www.smarthelio.com for more information.

About the Role

SmartHelio entered the Indian Solar market in 2019 and currently, we are doing multiple pilots and projects with top Indian solar companies. The incumbent will be working closely with the Business Development and Marketing Departments of the company. The key responsibilities of this role are as follows -

Essential Job Responsibilities

1. Work with the marketing manager to execute goals and objectives required to drive the brand forward
2. Curate content and manage day-to-day social media platforms
3. Assist the Marketing Manager to develop paid and organic social media marketing campaigns
4. Assist with logistics and execution of our marketing campaigns
5. Assist with email marketing efforts including email creation and audience segmentation
6. Assist with the day-to-day media relations including product reviews and creative needs
7. Event coordination and managing logistics
8. Curate and send marketing materials internally and to our subscribers
9. Closely monitor the social media platforms or other mediums and generate insights on existing and potential partners, and on business influencers

Content Marketing

1. Assist the Marketing Manager in developing marketing content on a day to day basis
2. Build brand documents adhering to the brand guidelines and share with key stakeholders
3. Develop and assist with content marketing campaigns and strategy
4. Measure the success of Content Marketing Campaigns
5. Ideate and Curate trends for our Content Marketing Strategy

What you will need



A zeal to work in the solar renewables industry and a vision to make an impact at a global scale

Education Background - A degree in Business/Graphic Designing (BBA or MBA is preferred), Additional requirements are as follows -

1. Good working knowledge of paid social media platforms like Facebook, Twitter, Instagram, Youtube, LinkedIn. Has been working on performance campaigns via digital marketing
2. SEM knowledge especially with Paid Search and Google Adwords
3. Excellent knowledge of Facebook, Twitter, LinkedIn, Pinterest, Instagram, Google+, and other social media best practices
4. Understanding of SEO and web traffic metrics
5. Experience with doing audience and buyer persona research
6. Excellent knowledge of content building tools such as Photoshop, Canva, Premiere Pro, Final Cut Pro, Adobe Illustrator, etc.
7. Excellent multitasking skills
8. Great Communication skills
9. Team player and keen learner
10. Proficiency in using collaboration tools such as MS Office, Google Docs, etc.

Joining

Immediately

Location

Work from Home or New Delhi, India

Offers

1. Salary: as per the market standards
2. Opportunity to work with global energy experts
3. Opportunity to network with people in India, Europe, and the US
4. Opportunity to lead strategies and manage portfolios independently

How to Apply

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