

JOB DESCRIPTION

Job Title: Communications Manager

Location: Hybrid in Victoria, BC.

Salary: \$60,000 - \$75,000 base salary with >10-15% additional variable commission for meeting individual and group targets. Competitive benefit package and company cell phone and laptop are provided.

Primary Function: Leading Sol Solar Lighting Canada Inc's communications and social media marketing efforts to fuel sales growth in North America, you will design a creative, engaging and best-in-class acquisition strategy by creating content across multiple channels that lead to engagement and qualified leads.

Key Responsibilities:

Content Management:

Produce a range of engaging and creative content that supports demand generation and fuels top, middle, and bottom of funnel marketing activities. This will include:

- Solution messaging and positioning: Act as storyteller for the solutions, leveraging high impact and differentiated solution positioning and messaging.
- Digital content: Develop digital content (in partnership with graphic designers and other marketing agencies) starting with/focusing on website content (blog articles, case studies and newsletters, etc.).
- Sales Tools: Work with the sales team to develop and deliver high impact sales tools including but not limited to presentations, case studies, technical documents, and brochures.

Social media

Manage and grow our social media presence, planning and executing community engagement:

- Manage the content calendar and work cross functionally with other departments to facilitate the creation and publication of content (Blog posts, newsletters, emails, webinars, tradeshow promotion etc.)
- Monitor social media trends and adjust the content strategy accordingly.
- Create engaging and innovative content that resonates with our users and clients.
- Understand the brand's tone and ensure brand alignment on different channels.
- Monitor the competition and their communications.

General duties

- Management of the North American marketing budget and measure the Return On Investment (ROI).
- Other duties as required and typical in a marketing role in the industry including but not limited to tradeshow organization and orders of marketing collateral.

Education and Experience:

SOL SOLAR LIGHTING CANADA INC.

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Canada

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- A Bachelor's Degree in Marketing, Business, Communications, or a related field is preferred, but an equivalent combination of education and related professional experience will be considered.
- Communications and social media marketing experience in the B2B space is highly preferred, with experience marketing to a technical audience preferred.
- Demonstrated expertise in utilizing social media platforms, analytics, and social media management tools in the context of B2B interactions.
- Proficiency with MS Office Suite (Excel, Outlook, Word, PowerPoint) and experience with Adobe Creative Suite, or Canva, or similar creative platforms required.

Skills & Abilities:

- Strong creativity with the ability to capture an audience's attention.
- Excellent editing, writing and oral English communication skills with the ability to create compelling and concise content for both technical and non-technical audiences.
- Technical background or the ability to understand and write about solar technologies effectively.
- Excellent time management and organizational skills, with the ability to multi-task, prioritize, and adapt to changing priorities.
- Ability to work independently, as well as with teams in multiple locations across North America and in Europe.

Interactions within the organization:

- Direct report to the Marketing Director located at our headquarters in Bordeaux, France.
- Regular collaboration with the Director of Sales for North America, Regional Sales Managers, and Inside Sales Representatives across North America.

About Sol by Sunna Design:

Sol Solar Lighting Canada Inc., a subsidiary of Sunna Design, is a global leader in solar-powered commercial outdoor LED lighting solutions. Over the last 30 years, we have installed more than 100,000 systems in more than 60 countries. Whether for cities, militaries, or commercial properties, we believe there is no substitute for reliable lighting that is engineered smart, built tough, and accurately sized. We are committed to providing reliable, cost-effective lighting solutions that offer guaranteed performance and peace of mind. Our solutions for local & collector streets, pathways & parks, parking lots, perimeter, and general area lighting ensure any project application can include a better commercial light in a smarter solar package.