



Marketing Manager

Introduction to SOLA

The SOLA Group is a vertically-integrated provider of renewable energy solutions, aiming to transform Africa through clean energy. With over 13 years of experience, SOLA's expertise lies in the origination, development, financing, engineering design, project management and Operations and Maintenance of renewable energy facilities. For more information, visit www.solagroup.co.za.

The overall purpose of the position:

The Marketing Manager should live and breathe SOLA's brand, and be the champion of how SOLA portrays itself in the market, and growing the brand to be widely recognisable and trusted by South African energy users. The Marketing Manager will take ownership of key strategic marketing projects and processes, and will work closely with the Business Development team to achieve sales and business objectives.

Reports to: Head of Business Development

Location: Cape Town

Summary of Responsibilities:

- **Key Strategic Campaigns**
 - Plan and implement key strategic marketing campaigns for new and innovative offerings that are being brought to market by SOLA.
 - Devise multi faceted market engagements incorporating both B2B approaches and wider marketing and advertising channels to attract new buyers and reinforce existing client engagements.
 - Work within a defined budget and timeline to achieve specific client onboarding goals and targets / KPIs.
- **Strategy & budget**
 - Develop annual marketing strategy for presentation to SOLA Executive Committee.
 - Prepare and annual marketing budgets and manage expenditure on an ongoing basis.
 - Report regularly to relevant Management and Executive committees on KPIs and core priorities.
- **Brand Image**
 - Actively grow the SOLA brand to be a leading, recognisable and trusted company among South African energy users.
 - Ensure correct branding application and representation across all relevant platforms.
 - Manage the development of Marketing Collateral, both digital and print.
 - Oversee the website and SEO strategy, managing and advising on paid search as well as display campaign advertising on Google in conjunction with the Business Development team objectives.
 - Conceptualise and oversee digital brand assets, such as videos.
- **Business Development**
 - Work with the Business Development team on sales campaigns, as necessary.
 - Work with the Business Development Administrator to manage incoming queries.
- **Customer Experience**
 - Manage and measure customer feedback and satisfaction, ensuring feedback to relevant departments.
 - Oversee and manage client events from time to time (both online and in-person)

- **Communications**
 - Assist with Corporate Communications projects, including the distribution of Media Releases, launches, etc., as required by Exco
 - Develop ad-hoc communications plans as needs arise
 - Manage and execute digital communication, including social media and digital newsletters
- **Internal communications**
 - Work with the Human Resources Department on executing the Internal Communications Strategy
- **General and Reporting**
 - Stay abreast of Marketing and Communications best practices and the target market(s) relating to company offerings
 - Develop and implement a Marketing and Communications Action plan, including monthly and quarterly content, based on the annual strategy but revised from time-to-time
 - Oversee and manage internal and external events as necessary
 - Develop and maintain mechanisms for evaluating the effectiveness of the department, reporting back on these metrics on a monthly, quarterly and annual basis through Key Performance Indicators and Quarterly Priorities
 - Maintain and report on the marketing budget
 - Work with the Social and Ethics committee to develop appropriate Corporate Social Investment (CSI) initiatives, as required
 - Work with key departments to understand their marketing support needs
 - Manage external suppliers to execute marketing projects
 - Be a champion of the company's values and an ambassador for SOLA's brand

Key Performance Indicators

- Successful implementation of key strategic marketing campaigns, according to predefined targets and goals
- Digital Share of Voice
- Media coverage
- Client Satisfaction Score

Minimum Requirements:

- At minimum, have a tertiary qualification in Marketing, business or social sciences.
- Must have 5+ years of experience in a similar role, preferably in a B2B environment..
- Must be fully proficient in English, and a strong verbal and written communicator, capable of producing collateral and engaging directly with clients where needed
- Prior experience in sales and/or direct client engagement and account management will be an advantage.
- Prior experience in the renewable energy sector will be an advantage.
- Experience in using CRM software.
- Must be fully computer literate (MS Office Suite and Google App Suite).
- Be familiar with Digital marketing and sales software such as Hubspot, Salesforce or Pipedrive, Wordpress, and Mailchimp.
- The ideal candidate will be passionate about the renewable energy industry and will embody respect and responsibility in the full sense of the word, while enjoying contributing to a team of highly knowledgeable professionals.

At SOLA one of our core values is *Dig Diversity* and we are committed to transformation and embracing diversity. This commitment is what drives us to achieve a diverse and inclusive workplace, representative of the demographics of our society. We therefore give preference to applicants from the designated groups in alignment with our Employment Equity plan.

To apply for this position, please complete the following application form ([click on this hyperlink](#)) and follow the instructions.

CLEAN ENERGY FOR AFRICA

SOLA GROUP (PTY) LTD | T: +27 (0)21 421 9764 | INFO@SOLAGROUP.CO.ZA | WWW.SOLAGROUP.CO.ZA
 DIRECTORS: B. DAMES | C. HAW | D. CHENNELLS | D. WILLS | S. HAW | T. BOARDMAN | REG. NO 2012/042769/07