



Title International Marketing Manager

Reports to Director of Marketing

Job Description

Are you passionate about clean technology? Do you have a creative energy that draws you to take on new projects? Are you an experienced traveler who speaks different languages and enjoys exploring new cultures?

Array Technologies, Inc. (ATI) is currently seeking an International Marketing Manager to develop and implement international marketing strategy and activities including brand activation and engagement, communications, thought-leadership campaigns, and sales-enabling initiatives for our international markets. In this position you will play a critical role in defining and communicating the value proposition for innovative solar tracking technologies that will change the way energy works in the world.

Array is the global leader in solar tracking. We are experiencing explosive growth built on our best-in-class technology and dynamic team. Come change the world for the better with the company that has been leading the solar energy revolution for three decades.

Duties and Responsibilities

- In collaboration with ATI's corporate marketing group, develop and implement strategic and tactical marketing programs that support Array's international growth. The country and/or region-specific programs will articulate ATI's core value proposition and key benefits to each market audience.
 - Arrange and participate in stakeholder meetings and conduct other proactive market research to identify industry trends, market-specific challenges, high-potential market segments, and competitive dynamics. Apply learnings to proposed marketing strategies.
 - Develop strong, highly effective core messaging and campaign themes that provide high-impact, timely marketing for target markets.
 - Leverage strong graphic design and writing skills to create marketing collateral including presentations, datasheets, case studies, press releases, e-newsletters, etc.
 - Plan, organize and execute company participation in international trade shows, conferences, and events.
 - Create digital marketing strategies, including e-mail blasts, website updates, e-mail signature messaging, social media to support timely, targeted campaigns.
 - In collaboration with the regional sales team, identify key audiences and establish communication channels to these audiences
 - Conceptualize, arrange and execute promotional events, client affiliation activities, etc.
 - Develop targeted advertising campaigns for international audiences and adapt ongoing strategies based on ad performance and market receptivity.
 - Manage relationships across all international offices to ensure seamless and consistent branding, marketing messaging and communications from a corporate marketing perspective.
 - Manage local-country vendors, including creative partners, design teams, exhibit houses, copywriters, photographers and videographers, while meeting critical deadlines.
 - Maintain international marketing collateral, branded merchandising, advertising and media files.
 - Other duties as assigned.
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Personal and Technical Skills

- Self-motivated, driven and capable of working independently

- High level of international business acumen
 - Highly communicative, strong ability to build relationships across borders and time-zones
 - Ability to prioritize multiple tasks and complete on a timely basis
 - Excellent planning and organizational skills
 - Creative, innovative and pro-active
 - Possess a sound understanding of marketing principles for a global manufacturing company
 - Excellent trade show and event management skills and experience
 - Strong graphic design and power point skills, strong copywriting abilities
 - Strong digital marketing skills and experience
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Education and Experience

- Bachelor's degree in marketing, business, communications or related field
 - Minimum 5 years of business experience, minimum 3 years in related position marketing industrial technology
 - Experience in marketing a value-leader product considered a plus
 - Understanding of economic principles and decision making criteria in large industrial projects
 - Professional experience in the solar or renewable energy industry considered a plus
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Location and Language

- Position is preferably based in Spain, but other locations will be considered.
- High fluency in English and Spanish necessary. Additional languages considered a plus.