

Digital Marketing Associate

Location: Arlington VA

About Fluence

Fluence, a Siemens and AES company, is the leading global energy storage technology solutions and services company that combines the agility of a fast-growing technology company with the expertise, vision, and financial backing of two industry powerhouses. Building on the pioneering work of AES Energy Storage and Siemens energy storage, Fluence's goal is to create a more sustainable future by transforming the way we power our world. The company offers proven energy storage technology solutions designed to address the diverse needs and challenges of customers in a rapidly transforming energy landscape, providing design, delivery and integration in over 160 countries. Fluence works closely with customers throughout their journey and provides advisory, financing, and project lifecycle services.

Job Description

Are you passionate about using digital channels to build relationships with customers and key stakeholders while creating a world leading brand? Do you want to be part of one of the largest transformations in history? Do you want to work alongside and learn from colleagues who have built and scaled the energy storage industry? If so, keep reading!

As a digital marketing associate, you will support the execution of digital marketing initiatives across earned, owned, social, and paid media channels designed to build customer engagement and brand awareness in key markets. You will be part of the global strategic marketing and communications team and collaborate closely with internal and external teams to ensure alignment and achievement of objectives.

Key Responsibilities Include:

- Build lead generation workflows and lead management
- Support website design and development
- Execute SEO on-page tactics and support content strategy
- Create CTAs and landing pages on the website
- Participate in cross functional initiatives that require digital marketing support
- Work closely with Communications Manager to engage with consumers on social media, listening, participating and reporting on online conversations
- Set up blog posts and email marketing campaigns and analyze the results for continuous improvement. Write short blog-posts based on existing content
- Support participation in trade shows and conferences globally
- Support content creation including case studies, brochures, and presentations
- Collaborate with globally dispersed functional teams, including applications, sales, training, technology, product, and PR teams
- Support scaling of digital marketing activities globally by identifying and supporting process improvements
- Track, review, and report on key metrics on a monthly basis across digital and several non-digital channels
- Communicate best practices and share lessons learned throughout the organization.
- Keep informed of industry activities as well as new digital approaches, resources, opportunities and best practices
- Support vendor management for the marketing team
- Manage collateral printing, customer gifts, and some direct mail marketing pieces

Minimum Qualifications

The candidate will be able to demonstrate the following four core qualifications that are essential to succeed in this role:

- Passion about clean energy and transforming the way we power our world
- Passion for learning how to execute strategy marketing initiatives and becoming fluent in digital marketing
- An eye for design and strong attention to getting the details right
- Growth mindset and a desire to learn continuously, work hard, analyze, and experiment

Preferred Qualifications

The most successful teams are made up of a diverse group of individuals that come from a wide range of backgrounds, experiences, and ways of thinking. The following qualifications are some examples of backgrounds that may help demonstrate your capabilities. However, what is important is that you can show us why your experience matters and how you can help us succeed.

- Bachelor degree in marketing, communications, market research/statistics, product management, industrial design, or similar
- 1-5 years of digital marketing experience, ideally within the energy storage, electricity, energy, technology, media, advanced transportation, or telecomm industry.
- Demonstrable experience managing social media & digital marketing efforts
- Strong analytical skills in order to make data-driven decisions.
- Facility with Hubspot, Salesforce, and Google analytics or similar CRM and marketing platforms
- Ability to manage a large number of activities and thrive in an evolving, fast-paced, entrepreneurial environment
- Excellent English communication skills (written and verbal), strong interpersonal skills, and a team player
- Individual who is self-motivated and dependable, solves problems and looks for creative solutions. Customer-focused mindset.
- Second language (Spanish, Portuguese, or German) a plus
- Collaborative, team player who views the success of the team as their own success



A Siemens and AES Company

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Qualified candidates are requested to submit a resume and cover letter at careers@fluenceenergy.com for consideration.

Fluence **IS AN EQUAL OPPORTUNITY EMPLOYER** and fully subscribes to the principles of Equal Employment Opportunity, to ensure that all applicants and employees are considered for hire, promotion, and job status without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, marital or familial status