

Customer Advocacy Manager

Location: Arlington, Virginia

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 responsibility, 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 capabilities in over 160 countries.

Job Description

Are you passionate about helping customers succeed and discovering ways to turn them into equally passionate advocates? Are you a strategic thinker, personable, creative, and humble? Can you seamlessly work across different groups in the organization to build engaging marketing and communications campaigns? Do you want to be part of one of the largest transformations in history? If so, keep reading!

As a Customer Advocacy Manager, you will be responsible for leading communication, marketing, and engagement campaigns for our existing customers. You will work closely with the operational services team and our sales account managers to build an exceptional customer advocacy program that profiles, cultivates, and grows the number of vocal customer advocates. You will help ensure the voice of the customer is heard across the organization including to the leadership team and will work with the services and marketing team to make the customer experience easy and low-effort.

You will report to the VP of Strategic Marketing and Communications and be a member of that team. While being able to work independently is critical, you will find that collaboration across a number of other groups in the organization such as services,

technology, sales, market development, and product lifecycle management, is key to achieving your goals. During your first several months, we will be part of a special projects team which will allow you to learn the business quickly.

Key Responsibilities Include:

- Lead and manage proactive customer marketing, communication, engagement, user group, and outreach programs and campaigns.
- Build an exceptional advocacy program to further engage with our customers. Activities may include working on contributed customer content, identifying customers for speaking engagements, and working with the regional marketing teams and director of communications to support awards, social media, PR outreach, etc.
- Develop and maintain a thriving customer reference program that includes project references, case studies, talking points, and project slides from projects in 18 countries and growing.
- Create in-depth content to explain complex material that can support the services and sales teams.
- Manage the customer satisfaction survey program, build out dashboards to track customer effort and engagement, and ensure feedback is delivered to the appropriate groups in the organization.
- Work with the services and marketing team to help build out a guided self-service experience.
- Implement best marketing practices for tracking customer campaigns and communication in Salesforce and Hubspot. Ensure teams are maintaining accurate Salesforce accounts.
- Support an array of customer experience initiatives including but not limited to customer kick-off meetings, site visits, and new innovative tools.

Qualifications

The ideal candidate will be self-motivated, always looking for ways to improve the program, a strong team player who works well across the organization and takes great pride in the quality and precision of his/her work.

- Demonstratable passion for working with customers – Extremely responsive, active listener, problem-solver, transparent, personable, and eager to make things easier for the customer.
- A burning desire to transform the way we power our world

- 5+ years of demonstrated experience in a customer-facing, communications, marketing, or services role within a fast-paced, customer-centric organization in the energy or technology industry or with a consulting or analyst firm that covered these industries.
- Ability to synthesize and translate complex information into clear, articulate ideas and then present them in a creative and persuasive manner.
- Digitally savvy
- Growth mindset and a desire to learn continuously, work hard, be detail oriented, analyze, and experiment. Self-motivated and dependable.
- Excellent communication skills (written and verbal) and storytelling skills
- Bachelor's degree with emphasis in business, marketing, or related field. Engineering degree, MBA or similar master's degree a plus.
- Agility needed to adopt to changing priorities, work on several projects, often under tight deadlines, and capability to interface with all levels of the organization dispersed across the world.
- Flexible, can-do attitude, with ability to thrive in a very dynamic environment
- Second language (Spanish, German, Portuguese, or other) a plus.
- Digitally savvy and comfortable working across different software technology platforms. Proficient in MS Office Suite, Salesforce, Hubspot (or similar) tools a must. Knowledge of Atlassian suite (Jira & Confluence), Qualtrics, Sharepoint, PowerBI, Slack, and other marketing/sales/service tools a plus.

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