

Marketing Intern

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 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 marketing and looking to apply marketing tools to build relationships with customers and key stakeholders while creating a leading global brand? Do you want to be part of decarbonizing the electricity sector and build a career in clean energy? 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 Marketing Intern, you will have the opportunity to quickly gain exposure and experience across a broad range of strategic marketing initiatives in a fast-paced dynamic environment. You will support the execution of marketing initiatives across multiple channels and touchpoints in the customer journey to build customer engagement and brand awareness. You will help articulate the Fluence brand by supporting trade shows and conferences and through the creation of well-crafted copy and visual assets. You will be part of the Global Strategic Marketing and Communications team and will collaborate with internal and external teams to ensure alignment and achievement of objectives.

Key Responsibilities Include:

Website Support

- Create compelling CTAs and landing pages to drive web conversions.
- Support publishing blog posts with relevant images, graphics and CTAs embedded.
- Review inbound web leads and assign to the sales organization.
- Support customer and employee portal activities.

Marketing Support

- Collaborate with globally dispersed functional teams, including sales, technology, product, and PR teams
- Support participation in trade shows and conferences globally
- Help coordinate sales trainings around the world
- Support collateral printing, customer and employee gifts and awards
- Support email marketing initiatives

Digital Campaign Management

- Help design graphics and cards for social posts, emails, calls to action, and other content as needed
- Coordinate with graphic designers on creation of visual assets for use in digital campaigns
- Participate in cross-functional initiatives that require digital marketing support

Research & Reporting

- Support competitor analysis, research new marketing technologies, and support monthly reporting.

Core 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
- A hunger to learn strategic marketing skills and dive into a new environment
- 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

Other 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. What is important is that you can show us why your experience matters and how you can help us succeed.

- Pursuing or have a Bachelor's or Master's degree in marketing, communications, market research/statistics, product marketing, industrial design, or similar
- 0-3 years of marketing experience, ideally within the energy storage, electricity, energy, technology, media, advanced transportation, or telecom industry.
- 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.

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.