

## Product Marketing Manager

Location: Arlington, Virginia, or Continental US

### ABOUT FLUENCE

Fluence, a Siemens and AES company, is the global market leader in energy storage technology solutions and services, combining the agility of a technology company with the expertise, vision and financial backing of two well-established and respected industry giants. Building on the pioneering work of AES Energy Storage and Siemens energy storage, our goal is to create a more sustainable future by transforming the way we power our world. Providing design, delivery and integration, Fluence offers proven energy storage technology solutions that address the diverse needs and challenges of customers in a rapidly transforming energy landscape.

Fluence currently has more than 2.4 gigawatts of projects in operation or awarded across 24 countries and territories worldwide. We topped the Navigant Research utility-scale energy storage leaderboard in 2018 and were named one of Fast Company's Most Innovative Companies in 2019. In 2020, our sixth-generation Tech Stack won Commercial Technology of the Year at the 22<sup>nd</sup> annual S&P Global Platts Global Energy Awards.

### Leading

Do others come to you for your subject matter expertise? Are you excited by the challenge of working in a start-up atmosphere with a purpose?

Fluence is seeking a Product Marketing Manager to support the product launch process and bring new energy storage products and solutions to market. The Product Marketing Manager will lead product positioning, collateral development, and sales training for our core storage systems. As a member of the Fluence Product organization you will play a key role in driving demand for our energy storage solutions with content and messaging that resonates with target customer segments and user personas. The Product Marketing Manager position is highly cross-functional and will work collaboratively with product management, marketing communications, sales operations, sales engineering, technology, and other parts of the organization to ensure products are launched and brought to market successfully.

## Responsible

Fluence is defined by its unwavering commitment to safety, quality, and integrity. We take personal ownership in what we do, developing trust in our relationships with internal and external stakeholders. We firmly believe in having honest, forthcoming, and fair communications. As the Product Marketing Manager, you will:

- Create and execute product launch plans for new energy storage offerings.
- Work closely with product management, technology, and marketing to develop product messaging that resonates with target customers and buyers.
- Communicate the vision and value of new products to the sales team and develop sales tools that facilitate the selling process.
- Enable channel partners to sell and differentiate Fluence product offerings through product education and training.
- Use market intelligence, competitor analysis, and customer knowledge to create effective, in-depth sales and marketing content, collateral, videos, and presentations.
- Leverage data and insights gained from customer feedback and analytics to support product positioning and messaging.
- Support product-related external communications, web content, and marketing campaigns.

## Agile

Here at Fluence, we strive to continuously improve, be intellectually curious and be adaptive to our customers and employee's needs. Collaboration is key, both in our partnerships with our customers, and with each other. Fluence prioritizes the most critical efforts that allow for the greatest impact. The ideal candidate will have 5+ years of experience in product marketing, especially for a mid-size energy or technology company undergoing rapid growth.

- A bachelor's degree with emphasis in business, marketing, engineering, or related field. MBA is preferred but not required.
- Mission driven with a strong desire to transform the way we power our world through the deployment of new technology.
- Proven ability to learn fast.
- Strong writing and presentation skills with an ability to distill complex topics and information into clear, persuasive messaging.
- Ability to craft compelling stories and create interesting graphics across different channels and mediums. You can develop and execute an effective content strategy.
- Highly proficient in Microsoft PowerPoint with experience creating concise and polished externally-facing presentations.
- Experience building product trainings and enablement sessions for sales organizations and channel partners.

- Possesses strong interpersonal communications skills to coordinate with diverse internal and external teams worldwide
- Takes individual initiative and works with minimal supervision while being a collaborative team player.
- Works dynamically, across multiple teams and projects concurrently, in a technical business environment.
- Excellent organizational and time management skills

## Fun

Working on transforming a fundamental part of our society is exciting and fulfilling. It requires creativity, diversity of ideas and backgrounds, and building trust to effect change and move with speed. We respect our coworkers and customers. We listen to what others have to say, and we are inclusive.

Fluence's marketing team is energized by the mission to change the way we power our world and the opportunity to communicate the value of energy storage technology to customers, regulators, and other stakeholders.

## GET IN TOUCH

Please send your resume and cover letter to [careers@fluenceenergy.com](mailto:careers@fluenceenergy.com).

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, veteran status, sexual orientation, marital or familial status.