

Regional Marketing Manager - EMEA (m/f/d)

Location: Germany, United Kingdom, or Netherlands (Flexible)

ABOUT FLUENCE

Fluence, a Siemens and AES company, is helping drive the global energy transition with grid-scale technology, products, and services that help customers maximize the value and performance of single projects or entire portfolios of assets. Fluence delivers energy storage and bidding optimization software products and engineering, delivery, and operational services to customers globally. The company has more than 5.6 GW of storage and optimized bidding assets in operation or contracted in 29 markets.

Our core values help direct our focus and how we work together and with customers. Our values are **Leading, Agile, Responsible, and Fun**. The full description of our values is [on our website](#).

Leading

Are you passionate about telling stories and building relationships with an audience while building a global brand? Do you want to be part of one of the largest transformations in history? Are you excited by the challenge of working in a start-up atmosphere with a purpose?

Fluence is seeking a Regional Marketing Manager for EMEA to bolster the Fluence brand in the region, drive impactful marketing activities that support our sales pipeline, create case studies and customer testimonials that showcase our capabilities, deliver excellent content to the right audiences at the right time to improve our customer's experience, and build relationships with key media and analysts to build our voice in the region.

The Regional Marketing Manager - EMEA will be part of the EMEA regional team but will work very closely with the global strategic marketing group to ensure alignment and achievement of the company's objectives. As a member of the Fluence EMEA team, you will play a key role in conceiving, developing, and executing compelling communications, content, and marketing campaigns that support regional business goals. The Regional Marketing Manager - EMEA position is highly cross-functional and will work collaboratively with market applications, global marketing, sales, technology, and other parts of the organization to ensure we are pursuing the most effective marketing and communications

strategies in the region and getting Fluence's brand, products, and expertise in front of target customer segments.

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. The Regional Marketing Manager for EMEA will:

- Create and execute on an integrated regional marketing and communications strategy that supports regional goals and overall business objectives. Track results against desired objectives and report progress on a monthly basis.
- Create relevant case studies, webinars, testimonials, video content, etc. on projects in the region, and other regionally-specific content.
- Work closely with the regional sales team and apply Account-Based Marketing techniques to enhance the customer experience. Support with other sales enablement activities as needed, such as creating PowerPoint presentations and case studies.
- Identify and manage key media relationships across regional business and trade publications. Draft press releases in coordination with Director of Communications and serve as the regional media contact as necessary. Develop and execute on influencer engagement, public relations and media strategies.
- Own the regional conference schedule. Identify and coordinate external speaking engagements and develop core messages. Coordinate conference sponsorships and tradeshow, including booth design, sponsorship deliverables, and event invitations with the global marketing team.
- Manage 3rd party public relations and other regional marketing consultants, as needed. Work closely with our creative resources such as graphic designers.
- Develop clear, concise, and creative copy for blog posts, regional trade publications, newsletters, & social/digital media by working with the relevant teams across the business.
- Serve as a brand advocate to ensure our message is consistent and all of our material is on-brand.
- Take individual initiative and work with minimal supervision while being a collaborative team player.
- Communicate effectively with global functional teams, including sales, market applications, marketing and technology teams.

- Actively participate in brainstorming and strategy sessions with Global Marketing & Communication team. Provide feedback, communicate best practices, and share lessons learned.
- Possess excellent organizational and time management skills.

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.

- Experience
 - The ideal candidate will have 5-7+ years of experience in marketing and communications roles, especially for a mid-size energy or technology company undergoing rapid growth.
 - A bachelor's degree with emphasis in communications, marketing, or related field. Advanced degrees preferred but not required.
 - Demonstrated marketing or communications experience in a fast-paced environment.
 - Proven ability to learn fast; comfort with evolving priorities and juggling multiple deliverables simultaneously.
- Mindset & Interpersonal Skills
 - Growth mindset and a desire to learn continuously, work hard, be detail-oriented, analyze, and experiment. Self-motivated and dependable; a team player who views success of the teams as their own success.
 - Mission-driven with a strong desire to transform the way we power our world through the deployment of new technology.
 - Possesses strong interpersonal communications skills to coordinate with diverse internal and external teams worldwide; works well with others or alone.
- Content Creation
 - Ability to write clear, compelling copy in a range of voices, appealing to diverse audiences.
 - An eye for design and the ability to create and/or direct a graphic designer to create interesting graphics/content to underscore the messaging.

- Demonstrated ability to develop and execute an effective content strategy or social media campaign.
- Exceptional writing and presentation skills with an ability to distill complex topics and information into clear, persuasive messaging.
- Strong attention to detail.
- Excellent English communication skills (written and verbal) required. German language (written and verbal) is strongly encouraged. Additional languages, particularly Hebrew, Italian, or Spanish are a plus.
- Media
 - Creatively inject Fluence into media coverage of industry trends and general news in the absence of specific company announcements.
 - Knowledge of print and digital communications, and familiarity with all forms of existing and emerging media.
 - Knowledge of or relationships with key European business and/or trade press a plus.
- Technical Skills & Execution
 - Proficient in MS Office Suite and comfort with using multiple software tools a must. Knowledge of Hubspot, Salesforce, Google Analytics, Adobe Suite, and other marketing/sales tools.
 - Understanding of the European energy landscape is a plus.
 - Collaborate with internal and external stakeholders; maintain communication regarding timelines/deadlines

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 careersgermany@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.