



Company Culture:

Our culture is not for everyone.

We believe in our team's personal growth. Everyone is provided with the resources to invest in themselves and to realize their full potential. At Energy CX, we challenge one another to tackle complex challenges, work hard, innovate, and grow.

We have a shared and unique set of values:

We believe in **Customer Obsession**. Everything we do stems from the Customer Experience.

We believe in **Radical Honesty**. Sometimes your feelings might get hurt.

We believe in **Prioritization**. Your time matters - we make sure you use it wisely.

We believe in **High Standards**. Your output is scrutinized and celebrated.

We believe in **Continuous Growth**. We expect consistency.

We believe in **Bias for Action**. We like doers, not talkers.

We believe in **Clear Thinking**. We expect clear communication and thought.

We believe in **Long Term Thinking**. You must invest in yourself for the long term.

We believe in **Resourcefulness**. We believe hand holding prevents growth.

We believe in **Work/Life Balance**. We want everyone to thrive inside/outside of the office.

Our culture rewards personal growth and performance. Therefore, we are seeking exceptional individuals to join our incredible culture.

About Energy CX:

Energy CX is on a mission to be the #1 energy broker in the US. We are laser focused on helping commercial real estate companies reduce time and money spent on energy.

- **Freedom & Responsibility**
 - Work From Home Fridays
 - Additional 5 Work From Home Days Quarterly
 - 15 PTO Days
 - Holiday Pay
 - **Benefits**
 - Competitive Salaries
 - 401k Matching
 - Health Insurance (50% covered)
 - Wednesday Team Lunches
 - Company Events
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Title: Product Marketer

About this Job

Energy CX is looking for an experienced and passionate Product Marketer. Energy CX is a small but rapidly growing company looking for someone to build the foundation of our marketing department and ultimately grow into a leadership role. We are looking for an individual who is hyper customer focused and has the ability to understand our evolving business models and develop marketing strategies that deliver on our desired business outcomes. Ideally this person is a self starter and likes a fast paced environment.

Objectives of this Role

- Improve company messaging and communication (value proposition, benefit statements, etc) by understanding our customer, industry, and Energy CX's points of difference
- Develop deep understanding of market-level consumer insights; understand emerging trends and competitive environment; contribute innovative ideas
- Establish and track key performance indicators (i.e. lead generation and conversions), consistently report outcomes to key stakeholders and employ test and learn methodologies for rapid iterations
- Create buyer personas to understand our buyers responsibilities, trigger events, decision criteria, influences, and others to help our sales team and company improve our sales and marketing approach

- Work closely with our sales team to understand their business strategies and objectives while also leveraging them as a source for consumer intelligence

Skills and Qualifications

- 3+ years of building and executing highly impactful product marketing strategies
- Bachelor's Degree or equivalent related work experience
- Positive track record of driving customer engagement with new products, services, and/or experiences
- Expert knowledge and use of marketing frameworks
- Persuasive story teller who has demonstrated the ability to communicate effectively with senior leaders; executive presence