



Head of Digital Content & Marketing

Enlighten.energy is an innovative digital platform transforming the energy efficiency and energy technology industry. We empower consumers with the knowledge and real time access to their energy usage and help them understand energy efficient alternatives to reduce their environmental footprint and reduce their home's and business' energy bills. We enlighten consumers by sharing energy efficiency opportunities and connecting them to a network of verified companies and financial providers.

The Head of Digital Content & Marketing will be responsible for curating and shaping the digital infrastructure of the organization, development and curation of content, digital product management, UX / UI, strategic partnerships, and learner content interaction.

The role requires strong organizational skills, keen attention to detail, and the ability to work independently. Candidates must have at least a bachelor's degree from a leading university and exhibit a superior level of computer literacy.

Responsibilities & Objectives

- Collaborate with the management team to create the strategic framework for the digital technology and content delivery platforms utilized by the company. This includes setup and project management of online website content platforms, live chat software, newsletters, customer engagement software, advertising buy / sell-side platform integrations, and new development.
- Create content roadmap together with marketing and management team driven by data analytics captured from user interaction, competitor analysis, and overall company strategic mission.
- Recruit and build content creation teams including direct employees, and 3rd party contractors for the purpose of creating expert and industry specific content within the energy efficiency technology industry.
- Create standard operating procedures for all digital software, tools and content creation.
- Coordinate with management team to incorporate legal and compliance standards within the content and digital platforms.

Requirements:

- Expert in digital technology content platforms utilized within the content / media industry including operational experience with all major social media platforms, and B2B media products. Candidate should have experience demonstrating impact through KPIs: increase in clicks, user engagement, sales, and followers.
- Demonstrated customer journey / product design with consideration for UX / UI and using measured KPIs. The candidate should be comfortable with new technologies, new software, and engaging with various web sites.

- 2+ years experience in a similar industry or role.
- 4-year degree from leading university.
- Valid US working VISA and permission to work in the United States.
- Strong communication skills with both internal and external parties, including C-Suite executives. Ability to work with geographically distant teams, including offshore development groups.
- Candidate should possess strong leadership and team skills. The candidate will initially be required to work in a hands-on fashion, and individually drive the platform design. As the organization scales, the candidate should draw from demonstrated past experiences in recruitment and building of dynamic and innovative teams.
- Ideal candidate would have demonstrated experience in eCommerce, data management, process analysis / improvement, and digital marketing.
- Candidate should have strong project management skills – specifically in the area of content creation and software development / roll out.

Location: Ithaca, New York, USA.

Compensation:

- **Base Salary:** \$75,000 - \$100k (TBD / industry standard)
- **Performance Based Bonus:** Up to 50% of salary based on defined performance milestones.
- Stock options with vesting schedule according to defined milestones and performance objectives. Expect 4 year monthly vesting with 1 year cliff.

Additional Benefits:

- 401K match
- Company healthcare
- Flexible home office / remote work schedule

Posting Location:

- Indeed
- LinkedIn

EE Challenge Questions

1) Content

- a. What are the three most important components in content structure to create engagement when targeting US homeowners? Why?
- b. How would you structure content strategy for creating a “consumer reports” brand in the home improvement lending industry? (flow chart / diagram)

2) Audience & Segmentation

- a. How would you classify US homeowners into three difference audiences when thinking about green energy and energy efficiency?
 - i. Would you classify in more than three audiences? Why?
- b. Why was Nest a successful product?
 - i. How could this relate to other energy efficiencies?
 - ii. How do they segment their audiences?
- c. Why was Ring a successful product?
 - i. How do they segment their audiences?

3) Roadmap & Planning

- a. What milestones would you establish to develop and deliver a solution to create and role out a platform to educate, calculate, and quote customers on the best heating and cooling system for their home?

4) Team Building

- a. Direct hire vs. out-source?
 - i. What are advantages of each?
 - ii. What determines if positions should be a direct hire vs. outsourced?
- b. How would you recruit your team in a startup environment with limited resources to keep them dedicated and passionate about the project?