



Director, Marketing Channels

Certasun is the #1-rated residential solar company in Illinois. We have an outstanding reputation for our consultative sales experience, ethics, workmanship, and equipment.

We are seeking a marketing professional with expertise in digital channels. You will be responsible for allocating our marketing budget across *all* channels and for our execution within those channels to maximize the number of high quality leads.

Candidates should reside in the Chicago area. Working from home is possible, but candidates should expect to work from our headquarters in Buffalo Grove at least one day per week.

Responsibilities

- Analytically determine the most optimal way to allocate our marketing budget across multiple channels: search engine marketing, social media, digital display, direct mail, outdoor display, radio, etc.
- Implement marketing across channels. Maintain and update our web site.
- Optimize performance within each channel using the relevant levers for the channel.
- Based on feedback from other members of our Sales & Marketing team, manage channel mix and details within each channel to increase lead quality.
- Calculate and report on customer acquisition cost within each channel.

Desired Qualifications

- Several years of experience in digital marketing optimization and execution
- Comfortable using Salesforce and Microsoft Excel
- Enthusiastic about solar and renewable energy
- Mix of left-brain analytics and right-brain creativity
- Authorized to work in the United States for any employer

Note: Candidates with additional experience in sales or sales management may be considered for a VP-level position.

Pay & Benefits

- Cash compensation commensurate with experience.
- Full benefits package including medical insurance, 401(k) with company matching, etc.

To Apply

Send a cover letter and resume to hr@certasun.com with subject "Marketing Channels"