



Manager, Marketing Channels

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

We are seeking an analytically-driven professional to allocate our marketing budget across channels and execute within those channels to maximize the number of high quality leads we receive.

Candidates should reside in the Chicago area. Hybrid work is possible, but candidates should expect to work from our headquarters in Buffalo Grove three days per week (or more, if desired).

This could be a good opportunity for recent graduate with an interests in business and renewable energy who has a major or concentration in economics, applied mathematics, data analytics, computer science, or a similar field.

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

- Mix of left-brain analytics and right-brain creativity and writing skills
- Comfortable using Salesforce and Microsoft Excel; more advanced computer programming or analytics expertise would be a plus
- Enthusiastic about solar and renewable energy
- Authorized to work in the United States for any employer

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"