



## BLUEWAVE COMPANY OVERVIEW

BlueWave Solar (“BlueWave”) is a renewable energy company founded on a mission to make solar available to everyone, everywhere. BlueWave’s proprietary fintech platform delivers innovative, high-value products and services to its partners and customers, enabling communities and consumers to choose local, low-cost renewable power. From developing high-quality solar projects that allow customers to participate in BlueWave Community Solar, to financing residential rooftop solar with the BlueWave Home Solar Loan, BlueWave aims to accelerate access to solar power.

We have a rapidly growing team of experts focused on growing our solar loan footprint, refining our Solar Management Platform (SMP), developing community solar projects, and forging efficient capital partnerships to scale our business. We are constantly innovating to keep pace with the evolving energy industry, and that spirit of innovation is what drives our company’s dynamic culture. As a result, BlueWave is a Certified B Corporation and was recently recognized as one of the fastest growing private companies in Massachusetts by the Boston Business Journal.

## CHIEF MARKETING OFFICER JOB DESCRIPTION

The Chief Marketing Officer (CMO) will report directly to the CEO and will have responsibility for the entire BlueWave brand. The successful candidate must be a proven leader who can provide the necessary focus on key initiatives designed to drive revenue growth and category prominence. This executive will be expected to lead the articulation of a cohesive BlueWave brand across multiple product lines and markets, to develop and execute an integrated marketing plan, and leverage data science and digital media. In addition, this executive will be expected to manage a team supporting these initiatives day-to-day and aid the Executive Team in the development of long term business strategy. Above all, this position requires someone able to think creatively and push the boundaries of traditional marketing strategies.

Our head of marketing will be someone who is experienced with brands of various sizes and life cycles, including B2B and B2C marketing. S/he must have a combination of traditional and cutting-edge marketing experience. S/he has grown not only businesses/brands but the teams they manage. Experience specific to the renewable energy sector and/or consumer financing products preferred.

### Key Job Responsibilities:

- On-time and complete development, execution and impact tracking of dual-target marketing strategy focused on revenue growth
- Budget development and adherence
- Identify via multi-methodology (quantitative and qualitative) key customer insights to gain a greater understanding of our target audiences
- Communicate with all levels of the organization to ensure that marketing plans are aligned to business needs, clearly understood, and effectively executed
- Oversight for all marketing campaigns and activities, including mobile, social, online search, direct, and event
- Avoid over-reliance of market research firms and traditional advertising agencies

### Qualifications and Background Include:

- Minimum 10 years Marketing experience
- MBA (minimum)

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- Proven success formulating and leading marketing strategies which resulted in incremental revenue and profit (preferably including small to mid-size brands and multichannel executions)
- Strong digital marketing skills and demonstrated effective use of data science to inform strategy
- Proven leadership experience leading creative efforts, including planning, prioritizing and implementing marketing strategy
- Demonstrated track record of success and performance launching new products and executing creative, integrated marketing programs
- An open-minded, creative, and innovative approach
- A passion for BlueWave's core vision of accelerating access to solar energy
- Must be local to Boston area and able to commute to office regularly

For further information please contact:  
Marketing Director Laura Adelman  
[ladelman@bluewavesolar.com](mailto:ladelman@bluewavesolar.com)