

## **Marketing Manager**

### **About H2scan:**

H2scan is the world leader in providing solid-state hydrogen sensors. Our sensors are considered the gold standard for improving electrical distribution reliability, optimizing measurements in refinery and petrochemical plants, and are ideal to monitor/measure hydrogen concentration in fuel cells, electrolysis, and hydrogen distribution pipelines to reduce carbon emissions. When you join our team, you will be working side by side with talented engineers, scientists, and manufacturing professionals. You will be developing exciting, cutting-edge products to enable the expansion of the Hydrogen Economy, which is a cornerstone to the planet's decarbonization. From fuel cell vehicles to hydrogen-powered appliances, the opportunities are limitless. We offer highly competitive compensation, a flexible work schedule, and a fast-paced, fun work environment.

**Location:** On-site (Valencia, CA)

**Type:** Full-time

**Salary:** \$120,000-\$130,000

**Reports to:** VP Corporate Communications

### **Job Description:**

The Marketing Manager will play a significant role in establishing Brand Recognition, Thought Leadership, and Lead Generation for H2scan as we provide a vision for the Hydrogen Economy, working with a talented team of sales leaders and contractors.

### **Responsibilities:**

- Develops and implements the digital marketing strategy.
- Support the Director of Corporate Communications in developing and implementing the marketing strategy and annual plan by reviewing sales forecasts, updating calendars, and organizing and planning promotional presentations.
- Coordinate website updates by proofing all changes for correct graphics, copy edits, visual alignment with brand guidelines, and new web features.
- Planning and managing trade shows, conferences, events, and meetings in support of and in coordination with sales leaders by identifying, coordinating, and assembling requirements, developing assignments and schedules, coordinating mailing lists, and establishing contacts.
- Conduct industry segment research to analyze customer behavior and prepare reports by collecting, summarizing, and analyzing data.
- Review sales presentations for graphic alignment, copy, and market impact
- Communicate campaign deliverables, objectives, and timelines to sales teams while providing instructions for promotion or use.
- Oversee the monthly development of the H2scan "Digest."

- Oversee all Press Release activities from development to broadcast to ensure the largest possible penetration.
- Maintaining an inventory and directory of sales support materials by making sure all resources are accurate and current while coordinating new material creation as needed.
- Supports the development and application of video/animations for our YouTube channel and website.
- Oversees the daily workflow of the department.
- Works with product team and industry leaders to enhance demand for products and services, and efficacy of existing marketing campaigns and strategies.
- Composes, develops, evaluates, and conducts training on marketing activities, strategies, and policies.
- Negotiates and works with outside contractors, when necessary, for services needed to execute the marketing strategy.
- Administers Zoom Info tool in support of Lead Generation for Sales
- Performs other duties as assigned.

**Qualifications:**

- Excellent verbal and written communication skills
- Excellent interpersonal and customer service skills
- Excellent organizational skills and attention to detail
- Strong analytical and problem-solving skills
- Ability to create, implement, and monitor budgets
- Thorough understanding of principles and methods used to promote, display, and sell products and services
- Proficient with Microsoft Office Suite, Zoom Info, CRMs, Trello, Emma, or related software
- Bachelor's degree in Business, Marketing, or related field required; Master's degree preferred.
- At least five years of experience in a related field
- Prolonged periods of sitting at a desk and working on a computer
- Must be able to lift 25 pounds at times.

**Benefits:**

- Health Insurance benefits
- 401(k)
- Life insurance
- Family leave (paternal, maternal)
- Bonuses
- Equity/stock options
- Three weeks paid vacation
- Paid sick days
- FSA/HSA
- Cell phone reimbursement

**H2scan is an Equal Opportunity Employer**