

Content Marketing Specialist

HES Solar is a full-service solar company in San Diego that is a trusted solar installer and the premier energy storage provider in San Diego County. At HES Solar, our mission is to bring clean, reliable energy to residential and commercial properties throughout Southern California by capitalizing on naturally available solar energy through the installation of self-sufficient renewable power sources. Check out our website to learn more at www.hessolar.com.

Come shine with the HES Solar team!

HES Solar is currently seeking a creative and hard-working Content Marketing Specialist to create and write the voice of the company. This candidate will work in collaboration with the Digital Marketing Specialist and touch all facets of marketing while focusing on the content creation aspect. Candidate should be an excellent writer, highly organized, team-oriented, possess strong communication skills, and have marketing knowledge and experience.

Responsibilities:

- Write and create content for blogs, emails, case studies, newsletters, fliers, brochures, etc.
- Manages HES Solar blog.
- Performs interviews for testimonials or Q & A content.
- Responsible for Search Engine Optimization and Web content.
- Edit internal and external facing content to ensure it is clear, concise, well written, and in line with company messaging.
- Utilize gathered information to develop written content that achieves marketing objectives.

Qualifications:

- Bachelor's degree in marketing, communications, or related field required.
- 2+ years' experience in marketing or communications; solar industry knowledge is a plus.
- Excellent written and oral communication skills, with the ability to write in a professional and persuasive tone.
- Must be a team player and work collaboratively with marketing team and other departments within HES Solar.
- Must possess a passion for clean and renewable energy.
- Strong computer skills and experience managing multiple priorities are required.
- Commitment to quality and consistency
- Candidate must be creative, detail oriented, efficient, organized, and possess time and project management skills.

HES Solar is an Equal Opportunity Employer. HES Solar is a drug free employer in accordance with applicable state and federal laws. All job offers are contingent upon successful pre-employment background check and drug screening.