

## Digital 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](http://www.hessolar.com).

### **Come shine with the HES Solar team!**

HES Solar is currently seeking a strategic and passionate Digital Marketing Specialist to create and manage all creative content for the company. This candidate will work in collaboration with the Content Marketing Specialist and touch all facets of marketing while focusing on digital and creative material. Candidate should be highly organized, team-oriented, and possess a solid understanding of digital marketing and production.

#### **Responsibilities:**

- Responsible for the creation and management of creative content including flyers, branding, photography, etc.
- Oversee and manage email marketing including lay out, tracking, and sending emails for HES Solar.
- Responsible for overall website and digital performance.
- Manage website content and make edits and updates to website as needed.
- Manage all social media: LinkedIn, Yelp, Instagram, Facebook, Twitter, etc.
- Assist with Search Engine Optimization and responsible for web analytics.
- Help with lead tracking from emails and HES Solar website.

#### **Qualifications:**

- Bachelor's degree in marketing, communications, or related field required.
- 2+ years' experience in marketing or communications; solar industry knowledge is a plus.
- Strong understanding of digital marketing and digital production, and experience delivering effective and innovative digital campaigns.
- Experience managing successful paid social media campaigns, and a solid understanding of social marketing.
- Excellent written and oral communication skills.
- 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.*