

JOB TITLE: Associate

DEPARTMENT: Sales and Marketing

LOCATION: Boston

Are you looking to play a significant role in the creation and implementation of marketing campaigns and content strategy for a fast growing tech company? Do you love leveraging your creativity, communications and problem solving skills to make the complex simple? Interested in B2B sales and marketing strategy in a dynamic market? If so, we have the job for you.

PowerAdvocate, a fast-growing company at the intersection of technology, big data, and energy, is hiring an Associate of Sales and Marketing. The Associate will be joining a high paced, experienced team responsible for helping drive revenue growth and steer the company's go to market strategy. This role is ideal for a person who wants to have an immediate impact on a fast moving, fast growing tech company and has an interest in the energy sector.

ESSENTIAL DUTIES & RESPONSIBILITIES: In addition to the following, other duties may be assigned to meet business needs.

- Developing messaging to communicate the value of PowerAdvocate's software as a service (SaaS) products and big data solutions to the energy market
- Engaging in deals by creating content to help the sales team succeed in closing new business
- Performing market analysis to provide insight on marketing and sales strategy
- Planning, executing, and improving marketing programs to drive revenue growth
- Manage the Salesforce.com database to maintain integrity of client lists and segmentations, track sales leads to identify opportunities and current activity
- Manage effective execution of and reporting on various marketing channels, including email, corporate website, blog and social media
- Partner on other marketing team initiatives such as events, sales and marketing operations, and business strategy development

CHARACTERISTICS & EXPERIENCE:

- Degree from a top tier undergraduate program; 0 – 4 years of experience
- Strong writing, analytical, and presentation development skills
- Preference for "entrepreneurial" to "big company"
- The natural ability to make the complex simple and impactful

- Foundational Excel and PowerPoint skills
- Salesforce and Hubspot experience a plus
- An interest (experience not critical) in the dynamic tech and energy industries
- A desire to have fun at work

PowerAdvocate provides software as a service (SaaS) based technology products that are loaded with data from our \$1 trillion Energy FactBase to help energy customers achieve operational and financial excellence. With our technology platform and our client services team, we help our customers understand how they can leverage enhanced market and internal data to reduce costs. We are rapidly becoming the standard for finance and supply chain executives on the cutting edge in the Power, Oil and Gas and Renewable energy sectors. PowerAdvocate offers a complete package of rewarding programs, including competitive salaries and customized benefits. We'll also provide you with extensive training, education and information resources to help you develop in your career.

We also have fun!

In addition, PowerAdvocate holds monthly all Hands Meetings followed by a happy hour at a local pub. We have sport teams (e.g. ping pong tournaments, running club, volleyball and basketball team); and we have special events including picnics, ski trip, golf outing, a yearly holiday party as well as community outreach activities at local charities e.g. Greater Boston Food Bank, Cradles to Crayons.

If you are interested in becoming part of our team, please apply online at <http://careers.poweradvocate.com/careers/>

At PowerAdvocate, we celebrate differences and are committed to leveraging the diverse backgrounds and perspectives of our workforce to provide opportunities for our employees, our clients and our business. We are an Equal Opportunity Employer – F/M/D/V.