



CASCADEPOWER

Digital Marketing Specialist

Roseville (Sacramento Area)

The Digital Marketing Specialist will work directly with the leadership team and external marketing partners to research, plan, implement, marketing efforts for Cascade Power, an industry-leading residential solar company across California. As a Digital Marketing Specialist, you will be responsible for building our brand recognition through different media outlets which include print advertisements, email marketing, social media, and website content updates.

What It's All About – The Job

- ☀️ Assess marketing opportunities and how to measure both potential and results
- ☀️ Plan budget and use of marketing dollars to best efficiency
- ☀️ Generate leads through a variety of sources including website, referrals, events, digital marketing and campaigns
- ☀️ Manage and improve lead generation campaigns, measuring results
- ☀️ Work extensively with Google Ad Words & Google Analytics
- ☀️ Help design variations, additional creative assets, revisions, print ready files, etc.
- ☀️ Design banners, email campaigns, landing pages, and websites
- ☀️ Extensive experience with click funnels
- ☀️ Create engaging content and visuals for social media pages (Facebook, Youtube, Instagram)
- ☀️ Develop and launch daily social media campaigns
- ☀️ Plan and manage our social media platforms
- ☀️ Prepare accurate reports on our marketing campaign's overall performance
- ☀️ Identify the latest trends and technologies affecting the solar industry



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What You Will Gain - The Compensation

- ☀️ Lucrative salary, range dependent on experience
- ☀️ Performance bonus programs & tons of incentives
- ☀️ Medical & dental benefits available after probationary period
- ☀️ The opportunity to work with some of the industry's best & brightest
- ☀️ Many other other employee perks & benefits!

What You Need – The Qualifications

- ☀️ Bachelors or AA degree in digital art, marketing, or a related field desired
- ☀️ **Minimum of 2-5 years of graphic design experience**
- ☀️ **Minimum 1-2 years of experience in marketing specifically in the solar industry**
- ☀️ **Expertise with Adobe Creative Suite**
- ☀️ **Extensive experience with Google Adwords & Analytics**
- ☀️ **Extensive background in Facebook's Business Platform required**
- ☀️ **Deep understanding of HTML and wordpress**
- ☀️ Ability to produce high quality results on tight deadlines
- ☀️ Outstanding written and verbal communication skills
- ☀️ A genuine interest in the renewable energy industry and the positive benefits of solar energy