



Online Marketing Manager

ABOUT SRECTRADE

SRECTrade is the leading online marketplace for Solar Renewable Energy Certificates (SRECs). SRECs are a key performance-based incentive in financing solar energy in a growing number of states and SRECTrade is playing an influential role in that growth. The company was founded by graduate students at Stanford University in late 2007 and has since grown to offer services to solar owners, installers, project developers, investors and power producers in several state solar markets. At the core of SRECTrade's business is the SREC auction platform that brings liquidity and public price transparency to the newly formed SREC market.

ABOUT THE POSITION

SRECTrade is looking for an energetic, entrepreneurial Online Marketing Manager to focus on our customers and the visitors to our website. You will be building online communities that connect solar owners with each other and with our core product. As an online destination for highly desired information on the relatively unknown topic of SRECs, we are seeking to provide additional value to our customers and visitors, drive traffic to our website and monetize that traffic through high quality lead generation. SRECTrade currently uses a combination of the website, blogs, twitter and advertising to reach out to and interact with the world.

SRECTrade has several hundred customers, several thousand monthly website visitors and an installer network that grows every day – all without any outbound effort. The pieces are in place for tremendous growth and we are looking for someone who is results driven and eager to help us monetize our online presence.

Responsibilities

- Manage online lead generation process, identifying key partners and
- Contribute to the SREC Blog at www.srectrade.com/blog and our other social media outlets
- Manage search engine optimization and online advertising efforts
- Interact with customers, potential customers and any other key partners within the industry
- Identify and motivating community leaders in our existing network of customers
- Develop the infrastructure for communities – email lists, forums, blogs that connect solar owners
- Develop strategy around online advertising

Requirements

- Excellent communication skills, friendly demeanor, welcome presence with customers
- Experience manage communities for an internet firm
- Eager to learn about the solar industry and connect with homeowners and business owners going solar
- Experience with website monetization: lead generation, search engine optimization and online advertising
- Interest in working on a startup in the solar energy industry

Location

- Location is flexible but a strong preference for San Francisco, CA where SRECTrade is headquartered
- Our target states currently include: NJ, PA, OH, MA, NC, MD, DC, DE, CA and growing

Compensation

- Strictly performance-based at the outset: compensation based on lead generation and advertising revenues

WHY YOU SHOULD JOIN US

Our platform has been built and the concept has been proven. We've moved well past the stage of testing our product on an initial target group and we are now experiencing 80% quarterly growth with minimal resources and no outbound effort. Our web traffic is organic and will only continue to grow as SRECs become increasingly more relevant. Leads in this industry are highly coveted by installers and developers and the Online Marketing Manager would have ownership of our efforts to monetize the traffic to our site – targeting installers, developers and investors who are all willing to pay for leads or setup revenue sharing plans. The solar industry is an exciting place to be, but no more so than a technology-agnostic online trading platform with a leading presence in its area of expertise. We hope you will join us!