



Marketing Coordinator Intern

This position will report to the Global Marketing Manager. This position is a tactical marketing role and will work closely with the Global Marketing Manager and the Digital Marketing Manager to successfully develop sales presentations, sales collateral and other marketing related campaigns.

The primary role of the marketing coordinator is to align with sales on their marketing content needs and develop materials while updating materials on an ongoing basis. They will be working closely with the global sales team to tailor content specific to regional and client needs. This position will also help with marketing campaigns and promotions.

FTC Solar is well positioned in the Solar market as tier one single axis tracker (SAT) manufacture with a highly differentiated product that customers desire. FTC Solar has a strong culture of Integrity, Innovation, Accountability and Excellence that sets us apart from other companies.

Responsibilities Overview:

- Assist in content development for sales team including but not limited to:
 - Quarterly updating standard sales deck
 - Quarterly updating Project Reference List
 - Customer presentations as needed
- Assist with digital marketing campaigns
- Assist global marketing manager on event management
- Administrator of social media platforms
- Monitor competitor web content and provide analysis
- Assist with development and execution of email campaigns, newsletters
- Maintain customer and supplier contact lists
- Update CRM as needed
- Assist with marketing automation programs
- Assist Global Marketing Manager as needed
- Manage sales collateral and version control

Qualifications

- Proficient in Microsoft office suite
- Excellent organizational skills
- Seeking a career in marketing
- BS degree in marketing, business, communications

Desired

- Solar experience
- Graphic design capabilities
- Proficient in Pardot
- Proficient in smart sheets
- Ability to lead cross functional teams as required

Location: Remote, with the possibility of working in FTC's Austin office

Job Type: Internship

Pay: \$15/hour



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