

## Marketing and Promotion Specialist

Looking for a highly motivated self-guided individual to conduct hands-on market analysis, identify target customer segments, and increase awareness of ClearSign and ClearSign's products in the industrial B2B marketplace. The ultimate objective is to generate increased sales leads and sales opportunities. This is a new position for the company, and we are searching for someone with a demonstrated track record who can develop and implement this function in addition to undertaking the day-to-day tasks required, ultimately delivering results.

### The duties will include:

- **Market Research:** Conduct market research and analysis as well as assimilate knowledge of other employees and associates. Utilize data and insights to identify target customers and drive decision-making in marketing strategies. This will require both excellent interpersonal and perceptive skills and an ability to comprehend the businesses and what is of value to customers in our technical field.
- **Campaign Management:** Develop and implement effective marketing campaigns across various channels.
- **Social Media Management:** Develop social media strategy, content creation, and community engagement. Stay abreast of industry trends and incorporate relevant content into social media campaigns.
- **Brand Development:** Collaborate with cross-functional teams and partner companies to enhance brand awareness and consistency. Ensure that all marketing materials align with the company's brand guidelines.
- **Event Coordination:** Plan and coordinate marketing events, both online and in person, to promote the company's services and brand.
- **Executive Support:** Assist with the coordination and logistics of Board Meetings and company events. Assist the Chief Executive and Financial officers with occasional day-to-day tasks, or special projects such as, but not limited to assisting with investor events and general communications.
- **Monitor and analyze** the performance of marketing initiatives and adjust strategies as needed.
- **Manage** the marketing spend effectively, optimizing spend for maximum ROI.

### Qualifications

- Bachelor's degree in marketing, business, or equivalent experience will be an advantage.
- Proficient in digital marketing, social media platforms, and analytics tools.
- Experience with web site design and the production of sophisticated social media content
- Talent for artistic creation and an ability to tailor content to appeal to a target audience.
- Excellent written and verbal communication skills.
- Well-organized, with good interpersonal and time management skills
- Data analytics experience will be an advantage.