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apexcleanenergy.com

Manager of Digital Marketing

About Apex

Founded in 2009, Apex Clean Energy is an independent renewable energy company focused on bringing utility-scale wind and solar facilities to market, from site origination and financing to turnkey construction and long-term asset management. With a team of over 200 professionals and the nation's largest renewable energy project portfolio, Apex is a leader in the transition to a clean energy future. For more information, visit www.apexcleanenergy.com.

Apex aims to excel in every phase of project realization. Our mission-driven team seeks determined, resolute individuals who strive to innovate and go above the call of duty, and who will relentlessly do their part to help accelerate the shift to America's clean energy future.



Interested in helping lead the transition to a clean energy future?

Role Overview

The Manager of Digital Marketing will be responsible for driving Apex's corporate and project-level digital media platforms, including responsibility for strategy, content, execution, and monitoring of multiple digital accounts. Reporting to the VP of Marketing and Communications and in collaboration with several departments, the Manager of Digital Marketing will develop, lead, build, and execute core performance marketing channels and content to reach target audiences and drive Apex's corporate brand and project-level community engagement.

The ideal candidate is an expert in developing cross-channel digital marketing strategies—leveraging video, email campaigns, SEM/SEO, and web traffic to drive growth and engagement. In addition to nationwide platforms, the ideal candidate will have knowledge of local digital community management strategies to drive supporter acquisition and activation. This person will need to work closely with an agency to test, learn, and adapt (TLA) programs that drive highest return on investment for Apex. This role requires an ability to understand how to strategically manage and positively enhance a corporate reputation through tailored messaging, content, and digital tactics and delivery to different audiences and mediums.

In this role, you will write about the nuanced renewable energy space, tailored to different audiences and

mediums. The Manager of Digital Marketing will have extensive experience in a deadline-driven environment and must create content while also managing our online communities daily. The candidate for this position should be flexible and capable of working on a dynamic team and should be familiar with the basic principles of AP or Chicago style.

The successful candidate will demonstrate measurable results and the ability to enhance the reputation of Apex and its projects. This is an exciting opportunity to elevate Apex's brand as a leader within the industry, amplify project efforts, and help advance projects from early days to realization.

The right candidate will be a hands-on, hard-working team player who can jump in and support projects from a variety of angles. The Manager of Digital Marketing position requires equally excellent communication and technical skills as well as the ability to work well under pressure, multitask, and be flexible about shifting priorities. A passion for renewable energy is a plus.



Hours: Full Time



Department: Marketing and
Communications



Travel: 0%

Primary Responsibilities

- Architect digital strategies driven by our business goals and objectives
- Identify digital opportunities and map out the inputs needed to develop an effective digital marketing and tactical strategy
- Perform research, analyze data, and develop key insights and action plans based on market factors and provide recommendations for budgetary adjustments
- Generate ideas and content for monthly social media calendars (corporate and individual projects) tailored to each Apex platform (Facebook, Twitter, LinkedIn, and Instagram) that drive audience education about the industry, our company, and our individual projects
- Curate daily real-time engagement opportunities for Apex corporate channels
- Monitor and respond to comments across channels (community management)
- Coordinate with Apex Public Engagement Managers, Apex Marketing and Communications team, and consultants on overall social media strategy, tracking themes and issues emerging across the industry
- Develop relationships with social influencers to amplify Apex's strategic priorities
- Demonstrate solid supporter acquisition/activation across channels
- Create and provide reporting that properly communicates the goals of the strategy and effectively positions key takeaways, recommendations, and next steps
- Drive continued innovation and best-practice implementation, regularly sharing your knowledge with the team
- Manage Apex CEO's Twitter and LinkedIn platforms
- Oversee and ensure that ongoing account maintenance/optimization activities are consistent with the goals of the campaign

Success Profile

To succeed as the Manager of Digital Marketing at Apex Clean Energy, you'll need to display excellence within the following criteria:

- 5+ years of hands-on experience in journalism, corporate communications, digital marketing, or related field
- 5+ years managing both the strategic planning and tactical execution of digital marketing projects for the community and corporate levels
- 5+ years developing compelling narratives and/or writing fact-based communication for a variety of audiences
- Exceptional written and verbal communication skills and demonstrated ability to write for a variety of platforms and voices
- Successful management of numerous social media platforms, including community management
- Deep understanding of how Paid Search/SEM interacts with Display Media, Paid Social, SEO, Mobile, Social, and Attribution
- Strong knowledge of optimizing campaigns and bid strategy according to the client's KPIs
- Ability to use Google Analytics and other Web analytic tools to evaluate the effectiveness of campaigns beyond the initial interaction
- Social media technical acumen with demonstrated experience taking advantage of changing platform technologies
- Outstanding organizational and project management skills, attention to detail, and ability to meet simultaneous deadlines
- Proven ability to take initiative, be responsible for outcomes, and follow through
- Creative, outside-the-box thinking and graphic design experience necessary
- Proven ability to work both collaboratively and independently
- Adobe Creative Suite, social media monitoring/content creation platforms and analytics, and Microsoft Office Suite experience required; website content management experience a plus
- Work from our headquarters in Charlottesville, VA (preferred)

“Apex is committed to seeking out the best candidates in the industry...[there is] a mentality of contributing to the success of the team and the success of the mission, and that transfers over to many aspects of our work, including operations, technology, construction, and development.”

—Mark Goodwin, President and CEO

What Apex Can Offer You

- A mission-driven, energetic environment
- Collaborative and driven professional workforce committed to supporting your ideas and feedback and accelerating your potential
- Ongoing support and guidance such as on-the-job learning, hands-on experience, and mentorship
- Training, strategies, and tools to support your personal and professional growth
- Team atmosphere of diverse professionals committed to making an impact as an organization
- Opportunities to volunteer and give back to our local communities
- Exceptional benefits such as medical and dental; 401(k) with corporate match
- Base and bonus commensurate with experience
- Responsible Paid Time Off plus standard company holidays
- Benefits Offered: comprehensive high-deductible health plans, dental and vision insurance plans, short-term and long-term disability, group life insurance, 401(k) corporate matching, flexible spending arrangements, company paid parking and cell phone, fitness and wellness corporate discounts

Apex Clean Energy, Inc. is an Equal Opportunity Employer that recruits and hires qualified candidates without regard to race, color, religion, sex, sexual orientation, gender identity, age, national origin, ancestry, citizenship, disability, or veteran status.

Not ready to apply? Keep in touch for future opportunities by subscribing to our [HR Newsletter](#).

Get to know us on social and our blog:



ACCELERATE
Clean Energy Insight