

Marketing Manager – Growth & Brand (Solar PV & Renewables)



Role Description:

Reporting to the Managing Director, you'll be responsible for developing and executing our marketing strategy across all channels – digital, traditional, and everything in between. You'll own the lead generation engine, manage the website and content, shape the brand voice, and work closely with the sales team to turn interest into action.

Your Responsibilities:

Strategy and Planning

- Create and deliver a clear, data-led marketing strategy that aligns with our growth plans across B2C and B2B markets
- Conduct market research to understand industry trends, competitors, and customer behaviours

Digital Marketing Execution

- Run and optimise paid campaigns across Google Ads, Meta Ads, and other relevant platforms
- Own our SEO roadmap – from keyword planning to content strategy and link-building
- Deliver targeted email marketing campaigns using segmentation, automation, and engaging copy

Website and Funnel Ownership

- Maintain and improve the website ensuring smooth user journeys and high-converting landing pages
- Build lead capture funnels and collaborate with sales to align messaging and follow-ups

Lead Generation and Sales Support

- Drive qualified leads through digital campaigns and email nurture sequences tailored to each customer segment (domestic, commercial, agricultural)
- Develop sales materials including case studies, presentations, and templates

Brand and Communications

- Define and evolve the brand tone of voice and visual identity
- Produce newsletters, customer communications, and other content that builds trust and authority

Analytics and Reporting

- Track and report on campaign performance, website analytics, and lead attribution
- Use insights to continuously improve results and optimise spend

Collaboration and Project Management

- Work with external freelancers or agencies when needed, managing output and cost
- Align closely with sales, operations, and leadership to ensure marketing is embedded across the business



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Personal Specification:

Requirement
Experience:
Proven experience in a marketing role, ideally in a small business or fast-moving environment
Knowledge/Skills:
Confident running Google Ads, Meta Ads, and managing SEO tools (SEMrush, Ahrefs, etc.)
Comfortable editing and managing websites (WordPress, Webflow, or similar platforms)
Experience with CRM and email platforms such as Mailchimp, ActiveCampaign, or Klaviyo
Strong copywriting and storytelling skills – especially for case studies, ads, and web content
Experience in lead generation, funnel creation, and conversion optimisation
Bonus: understanding of the solar industry or B2B services
Personal Attributes:
Strategic thinker with the ability to roll up your sleeves and execute
Data-led, results-focused, and resourceful – you know how to make an impact even on tight budgets
Proactive communicator and team player
Self-starter who thrives in a growing, evolving business

Behaviours for the role and in line with The Power of Mole:

- **Customers First** – we are always approachable, friendly, and considerate to the needs of our customers
- **Honest** – we have an open way of working and are always respectful of one another
- **Committed** – we exist to serve and protect British agriculture and are committed to those who share our way of life
- **Knowledgeable** – we use our influential voice to create change and support our customers
- **Courageous** – we are passionate and creative people who feel confident to challenge others
- **Innovative** – we work collaboratively as a team to deliver solutions that make a difference

