

# ILLUME

## Job Title: Director of Marketing, Engagement, and Business Development (MEBD)

**Status: Full-time, 40 hours per week**

**Location: Preference for Tucson or Phoenix, AZ; Madison, WI or remote candidates considered.**

- *Remote and Madison-based candidates will be considered and will be required to travel to the Tucson AZ office quarterly.*
- *The specific position title and salary range will be commensurate with the level of experience demonstrated in the application. More senior applicants will be considered. Applicants with energy experience are preferred.*

### **JOB SUMMARY**

We seek an MEBD Director to drive and lead ILLUME marketing and communications to ensure that ILLUME is recognized and understood in the industry as the leader in our strategic business areas, is the looked-to firm to equitably transform the energy industry, and is achieving measurable revenue growth and market share.

This role is responsible for developing a framework and deployment approach to ILLUME's marketing and business development activities to help achieve the company's strategic goals. The role will directly manage a team of three, while enabling ILLUME's leadership team in their work to generate technical content, cultivating, managing, and securing key accounts and partnerships to grow new and existing business areas.

Specifically, this role is to support the Founders in: (1) evolving and positioning the ILLUME brand toward continuous improvement and alignment with the future of the energy industry, (2) maintaining and establishing relationships among key associations and partnerships to further solidify ILLUME as a leader in the energy industry, (3) ensuring that the company's communications and marketing meet best-in-class standards while retaining the company's authenticity, incisiveness, and bold industry and social commentary and (4) overseeing and empowering the growth of the MBD team and ILLUME's SMEs to deliver on the day to day functions, management, and operations of the MBD team.

This position will report to, and collaborate most closely with, Co-Founder Anne Dougherty while remaining engaged with and leveraging the expertise of the ILLUME executive team including Co-Founder Sara Conzemius.

## JOB DUTIES INCLUDE

### Drive the Execution of the ILLUME MBD Activities

- Translate ILLUME's strategic sales and revenue goals into marketing, PR, and event engagement strategies.
- Drive continuous improvement and creativity across all external marketing efforts to maintain ILLUME's aesthetic, brand, and voice in the market.
- Develop PR and Communications strategies for ILLUME that reach beyond ILLUME's current client-facing activities (near-term) and develops and drives the PR, marketing, and communications strategy to elevate ILLUME's presence beyond its current marketing and sales mix, with the goal of seeding ILLUME's future.
- Define and determine how to measure business analytics related to MBD activities and maintain an understanding of the efficacy of ILLUME's investments.
- Adapt ILLUME's MBD efforts through careful analysis of marketing spend and performance (through events, etc.)
- Proactively and regularly develop reports and feedback for the founders, execs and leadership on MBD activities, including activities completed and outcomes associated with the work.

### Sales Enablement, Process integration, & Management

- Support in the development of an "ILLUME Way" in alignment with the brand and founder's vision for sales development and processes.
- Proactively enable and support ILLUME Practice Area leadership in developing their own communication approaches and goals for their practice areas. Translate their needs into communication strategies.
- Collaborate closely with the Founders to develop and refine near- mid- and long-term business development **tactics and approaches** that include external (marketing, events, PR) and internal (team development, content development, team alignment) to deliver on the company strategic plan, annual plans, and the practice area-specific tactical plans.
- **Support** in the creation and implementation of strategies to foster and train ILLUME team members to contribute to MBD at levels appropriate for their company role/positions.
- **Refine** and oversee proposal processes and reactive sales while training and developing the Proposal Manager.
- Establish processes, resources, and solutions to enable efficient key contact, account, and event sales such as capabilities presentations for the consulting team.

### Corporate Marketing Strategy & Oversight

- Create an identifiable and internally replicable "ILLUME Way" for corporate marketing efforts.
- Establish quarterly, bi-annual, and annual marketing plans and associated calendars in alignment with ILLUME's corporate strategy.

- Lead corporate marketing efforts including maintaining the corporate website, social media presence, plan and drive strategic content development with SMEs for ILLUME.
- Proactively evolve ILLUME’s corporate brand persona to create and maintain a market-facing company “voice” through all marketing, PR, and event touchpoints.
- Oversee the development of event- specific collateral and sales materials.

### **Industry Event, Engagement Strategy, & Implementation**

- Maintain relationships with, seek out, and position ILLUME with key organizations in the market (SEPA, AESP, PLMA, BECC, IEPEC, ETS, etc.).
- Identify and develop sales and marketing opportunities with new and emerging organizations that may be beneficial to ILLUME’s growth.
- For events, negotiate and set the creative direction for sponsorships, develop PR and other opportunities associated with these engagements, and build a reliable network within these organizations so that ILLUME is continuously well-positioned for success.
- Develop and oversee event-specific strategy, including sponsorship and the desired presence, tone, and impact at the events.
- Attend key industry events as needed (such as those where ILLUME is has made a significant investment in sponsorship).
- Support ILLUME event attendees to ensure they are briefed in and prepared to attend the event for marketing and business development purposes.
- Oversee the development of event- specific collateral and sales materials.

### **MBD Team Management, Empowerment, & Oversight**

- Oversee the MBD team as a direct performance manager and supervisor. Work with the MBD team to collaborate and deliver on their goals.
- Effectively define and implement roles, responsibilities, and goals for the MBD team for critical tasks and initiatives so that the Company can identify the vision, understand their progression against the vision, and feels confident contributing to the vision.
- Identify and implement strategies to develop the MBD team to ensure their career growth and satisfaction.
- Create clarity and vision for all MBD activities through direct and consistent leadership.
- Consistently drive the MBD team forward against strategic goals and tasks, effectively reprioritizing as necessary to complete to ensure the team’s and company’s success.
- Develop and manage the annual MBD budget ensuring the budget is aligned to meet ILLUME’s strategic priorities, actively monitor and manage the budget.
- Provide monthly executive-level reports on MBD operations and processes focusing on activities, upcoming MBD needs for the owners and Executive team, potential challenges, solutions and opportunities.

## **OTHER DUTIES**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

## **COLLABORATION**

Collaboration is the minimum standard at ILLUME. Team members build trust through regular, open, and honest communication and by working together across the company to ensure the success of every project. By working together, we create the momentum to accomplish our company objectives and together attain exceptional results.

## **REQUIRED EDUCATION**

BS in Marketing, Communications, or another relevant field.

## **REQUIRED EXPERIENCE**

Director: Minimum of 8-10 years of relevant experience in a consulting and/or business-to-business environment and a minimum of 5 years of team or personnel management.

Applicants with higher levels of experience will be considered.

Expertise in energy, ESG, the power industry, and/or utility industry preferred

## **REQUIRED QUALIFICATIONS**

- Experience managing teams and directly supervising delegates to drive toward company strategic goals, professional develop team members, and mentor/ train staff.
- Superior verbal and written communication skills, demonstrating clarity and conciseness.
- Excellent organizational and planning skills; including experience in event planning.
- Advanced experience with Microsoft Outlook, Excel, Word, and PPT.
- Demonstrates ability to prioritize projects and tasks effectively in the face of multiple and shifting priorities, with the ability to switch between complex analytical thinking and attending to mundane tasks without compromising quality or losing one's focus.
- Demonstrates initiative and independent decision-making experience with solid judgment.

## **SALARY AND BENEFITS**

The salary for this position will depend on the education, professional experience, industry experience, and subject matter expertise of the applicant. The salary band for this position is \$140,000 to \$175,000.

ILLUME offers competitive benefits packages including:

- Medical, dental, and vision insurance options
- 401k plan & company match of 3%
- Generous and flexible time off (6+ weeks including holidays)

- Opportunities for professional development and growth
- Flexible work schedule

## **TO APPLY**

Please upload a cover letter, resume, a writing sample, example marketing campaign, and examples of past marketing collateral to provide a sense of your approach to marketing and branding using this link: [CLICK HERE](#)

### **In your cover letter, provide us with:**

- Your working and communication style.
- Experience working in consulting or business-to-business environments.
- Any experience in the energy industry, ESGs, the power industry, and/or utility industry
- A sense of who you are by being honest, creative, and “yourself”.

**Expect that we will carefully review all materials including your cover letter. Incomplete applications will not be considered.**

ILLUME will accept applications until the position is filled.

## **CULTURE AND COMMITMENT AT ILLUME**

**Our Vision:** ILLUME is the premier consultancy for advancing, re-envisioning, and equitably transforming the energy industry. We align with clean energy and social justice imperatives and give primacy to human dreams and aspirations so that all can thrive in a clean energy future.

**Our Commitment to Team Values:** At ILLUME, we value the diverse lived experiences of our team. We view diversity, equity, and inclusion (DEI) as an on-going commitment and investment in the growth of our employees, the growth of our company culture, and the growth of our industry. By centering environmental justice, climate change mitigation, and social justice in our work, we aim to transform the way the energy industry looks at its challenges. We believe that our collective well-being depends on how well we explore, elevate, and communicate the experiences of all people who use the electric grid. We quantify the impacts of our public investments to reduce energy demand and mitigate climate change.

ILLUME considers our investment in our team as a long-term and mutual investment. At ILLUME, we’re committed to building a valued business while ensuring rewarding careers to our employees. ILLUME does not discriminate in its employment practices regarding age, ancestry, religion, arrest record, color, conviction record, creed, cultural background, disability, ethnicity, gender, gender identity or expression, marital status, military obligations, national origin, race, sex, or sexual orientation.

### **Working Conditions**

ILLUME employees work in a hybrid work environment and we continuously monitor public health guidelines to make any updates necessary to ensure the health and safety of all employees. This position requires sitting (or standing) for long periods of time at a computer; and communicating by telephone and email. The dress code at ILLUME is business casual (“pulled together”). This position requires some travel.

## **Collaboration**

Collaboration is the minimum standard at ILLUME. Team members build trust through regular, open, and honest communication and by working together across the company to ensure the success of every project. By working together, we create the momentum to accomplish our company objectives and together attain exceptional results.

## **Background Screening and Drug Testing**

Many clients of ILLUME Advising require individuals who will be working with confidential information, visiting client customer homes or businesses, or meet another contractually required circumstance to pass a background screen and/or drug test. In the event you are assigned to work on a contract with client ordered screening requirements you will be required to complete the client's required screening before working on the project with appropriate notice. The results of background screening and drug testing are used solely to meet client criteria for working on specific projects.