



Job Title: Market Specialist, Emerging Markets
Location: Boston, MA
Relocation: No
Instructions: To apply, send an e-mail with cover letter and resume to jobs@enernoc.com with "Market Specialist, Emerging Markets" in the subject line.

Travel: Minimal
Job Type: Full Time

Position Description:

EnerNOC has an immediate opening for a **Market Specialist**, reporting to the Market Manager, Emerging Markets. The Market Specialist is responsible for applying analysis and judgment to inform strategic marketing direction in new markets, both domestic and international. The ideal candidate should have a proactive, energetic, and customer-centric attitude and be capable of executing across a broad set of assignments.

Key Responsibilities:

The key objective of this position is to support EnerNOC's strategic marketing efforts associated with entering new markets to sell our demand response services. In general, the market specialist will perform market research, analyze marketing and sales data, manage various marketing channels, support the creation of marketing materials, streamline existing processes as needed, and complete specific project-related tasks.

Market Research and Data Analysis

- Perform market research
- Analyze market potential for demand response adoption
- Research and share industry news, developments, and events
- Perform customer data analyses to support marketing activities
- Track marketing indicators and performance to monitor success of marketing programs
- Generate leads

Managing Marketing Channels

- Work with utility customers to develop local marketing programs
- Evaluate and manage participation in industry events
- Evaluate and manage membership to associations/organizations
- Administer web-based seminars and live events

Marketing Material Development

- Assist with creating new marketing materials and sales tools

Required Qualifications/Skills/Education:

- B.S./B.A. (Business, Economics, English, or Marketing preferred but not required)
- Two or more years of professional work experience
- Excellent research, writing, and analytical skills
- Positive, proactive, and energetic team attitude and desire to continually help marketing and sales teams be more productive
- Ability to foster confidence so that team is comfortable off-loading responsibilities
- Ability to quickly follow through on tasks and see them to completion
- Attention to detail and pride in work product
- Ability to productively use technology (e.g., Microsoft Office, CRM a plus)

Other Requirements/Characteristics:

- Typically, the employee may sit comfortably to perform the work. However, there may be some walking; standing; bending; carrying of light items such as papers, books, small parts; driving an automobile, etc. No special physical demands are required to perform the work.
- Risks found in the typical office setting, which is adequately lighted, heated and ventilated, e.g., safe use of office equipment, avoiding trips and falls, observing fire regulations, etc.