



Position Announcement

Marketing Manager, Orange EV

Are you interested in being part of the electric vehicle revolution? Are you looking for a marketing role where you can learn, develop, and contribute every day in a huge way? Do you bring passion to your work that energizes the team around you? Do you have a track record of successfully delivering and overdelivering on results?

If so, then the Marketing Manager role at Orange EV could be the right role for you!

We are a leader in the pure electric heavy-duty electric truck industry, having sold more heavy duty electric trucks than all our competitors combined. We're growing rapidly and expanding our team to help take the business to the next level. We're passionate about our mission to improve the environment and know that our best path to get there is to deliver an electric heavy-duty truck that is better than diesel alternatives in every way: cost, performance, safety, up-time, and driver satisfaction.

Come join our team and make a difference for our customers and our company, and help revolutionize an entire industry!

Position Summary

The Orange EV Marketing Manager will influence and drive marketing strategies by taking a key role in developing and executing initiatives to achieve both short and long-term brand goals. In addition, the Marketing Manager will collaborate closely with our sales team to create the most effective sales materials, messaging, and lead-generation campaigns to maximize sales and growth of the business.

Position Qualifications

We are seeking a highly motivated business professional with qualifications that include:

- 5+ years of marketing experience in either a business-to-business or consumer-facing prior roles;
- Minimum 4-year undergraduate degree;
- Excellent analytical skills upon which to base decision-making;
- An ideas leader - demonstrates strength in developing new, innovative ideas and solutions;
- Excellent project management skills with the ability to anticipate potential issues, along with a keen sense for attention to detail;
- Experience with CRM tools and lead-generation campaigns is preferred;
- Ability to manage and prioritize multiple projects within scheduled timelines;
- Must excel and thrive in a fast-paced environment to quickly capitalize on opportunities;
- Team player who is able to lead, interact, and work effectively with various cross-functional partners;
- Must be self-motivated and demonstrate an entrepreneurial spirit;
- Passionate and enthusiastic about the positive impact we can have as a company and as a team;
- Strong oral and written communication skills, comfortable presenting to senior management; and
- Excellent computer skills (Microsoft Excel, PowerPoint, Word, Outlook).

Position Responsibilities

- Work closely with internal partners and external agencies to develop creative assets for print, digital, video, and social;



- Monitor, track, analyze, and report on marketing performance and initiatives, then iterate quickly to improve on results;
- Identify and execute approaches for filling the sales funnel with new, high-quality prospects;
- Develop predictable, scalable, and profitable performance marketing programs to achieve and exceed our sales targets;
- Manage company social media pages, including Facebook, LinkedIn, and Twitter;
- Conduct in-depth market and brand research/analysis to define/refine the brand messaging, positioning, and competitive advantages;
- Maintain strong level of insight into the customer's core business drivers to prepare and create engaging and persuasive presentations to be used with customers;
- Influence the strategic positioning of the current and future lineup of vehicles;
- Ensure achievement of performance metrics within budget;
- Independently manage projects to deliver business results;
- Work collaboratively with both internal and external teams to ensure consistency in brand messaging; and
- Performs other duties as assigned.

Orange EV is an Equal Opportunity Employer and seek diversity in candidates for employment.
EEO Employer W/M/Vet/Disabled/Sexual Orientation/Gender Identity