



Solas Energy® Consulting is recruiting a **Marketing & Business Development Coordinator** to join our Canadian team. We are seeking someone with an entrepreneurial spirit, a love of learning, and a passion for sustainability. This position is ideal for someone who loves bringing strategy to life, has a discerning eye, a commitment to getting the details right, and loves variety in their work.

Candidates with experience in marketing strategy development, business development support, and proposal coordination are highly desirable. Familiarity with CRM systems, social media management, and digital content creation is an asset. The Coordinator will play a key role in executing marketing campaigns, managing conferences and events, and supporting business development initiatives. In addition, this role will contribute to proposal development, client marketing activities, and maintaining brand consistency across all materials. For full details, please refer to the job description.

At Solas Energy, we have earned the trust of our clients by taking a comprehensive and innovative approach to our work. We efficiently and accurately identify solutions for our clients' unique challenges and uncover opportunities for strategic growth. We're looking for someone who values this approach, is excited to support the growth of our company and is seeking an opportunity to contribute to our net-zero future.

Location: Flexible, though the successful candidate must be eligible to work in Canada. Preference is to hire someone who can work from home and from the Solas Energy office located in Calgary, Alberta.

Hours: This is a full- time position of 40 hours per week. Working hours are flexible, with the expectation that the employee is generally available between 9am and 4pm Mountain Time.

Compensation: The estimated range is \$60,000-\$70,000 annual salary, to be determined based on experience. Solas Energy offers a flexible benefit plan including health insurance, flexible spending account, and RRSP matching contributions.

To apply, please send your cover letter and resume as one PDF document to careers@solasenergy.com. Please use the subject line: Marketing & Business Development Coordinator. This position will remain open until filled.

In your cover letter, please include your preferred start date. If you are not able to work from the Calgary office three days per week, please propose an alternate working arrangement in your cover letter.

Thank you for your interest in working with Solas Energy!
Applicants selected for interview will be contacted as applications are received.



Marketing & Business Development Coordinator

Purpose of Position

The **Marketing & Business Development Coordinator** plays a key role in both shaping and executing the Solas Energy marketing strategy as well as business development efforts. The Coordinator manages the development and maintenance of all marketing collateral, social media and website content. This role ensures smooth coordination of conferences including travel, attendee registration, exhibit booth arrangements and conference promotion. The Coordinator is also responsible for managing proposal creation, working with subject matter experts and project managers to produce high-quality proposals in an efficient manner.

Accountabilities

Solas Energy Marketing Strategy & Execution

- Working with the Marketing Lead and other team members, support the development and execution of marketing strategies and campaigns (key messages, platforms, customer journey map, identify critical activities to support strategy)
- Produce data analysis to support strategic decisions
- Build and maintain CRM records and contact databases
- Build and maintain a marketing and communication calendar to support Solas Energy strategic goals
- Ensure all marketing and business development materials align with the Solas Energy brand
- Marketing content generation including presentations, sell sheets, newsletters, etc.
- Create and distribute social media content to support strategies and align with the marketing and communication calendar
- Assist in producing and managing website updates, newsletters, and other digital communications
- Identify speaking opportunities, podcasts, event sponsorship, webinars and other ways to develop Solas Energy brand awareness and advocate Solas Energy values in the public sphere
- Provide guidance to other team members supporting marketing activities.

Business Development

- Develop a business development strategy with the Marketing Lead and the Solas Energy senior leadership team
- Drive the activities of the business development strategy, research, and tracking
- Establish and manage CRM
- Prepare presentations, briefing notes, and background materials for business development activities
- Provide administrative and coordination support to team members engaged in business development activities
- Provide scheduling and administrative support to Solas Energy senior leaders for business development activities
- Coordinate logistics for client meetings, networking events, and BD travel

Conferences & Events

- Research, recommend and coordinate conferences and events for Solas Energy participation.
- Plan company participation in industry conferences and trade shows
- Manage conference event logistics including registrations, booth arrangements, marketing materials, and travel in alignment with Solas Energy policy
- Coordinate and track conference leads and lead follow-up
- Manage conference budget
- Manage planning for Solas Energy client events

Proposals

- Lead proposal development, including coordinating inputs, formatting, and meeting deadlines
- Pipeline tracking and opportunity monitoring

- Regularly update team member resumes
- Support follow-ups with leads, partners, and clients

Client Marketing

- Support marketing activities for client projects as needed

Other duties as assigned

Authorities

- Approve social media posts, website content, sell sheets, conference items, business cards, and other marketing materials

Qualifications

Knowledge and Technical Skills:

- Bachelor's degree in Marketing, Communications, Business or related field (or equivalent experience).
- Proven track record of successful delivery of marketing and communications materials
- 2-5 years of professional experience (early career applicants are welcome)
- Creative mindset and comfort working collaboratively with others
- Strong project management skills.
- Strong organizational skills and attention to detail
- Excellent written and verbal communication skills
- Proficiency with social media platforms (such as LinkedIn, Hootsuite, Buffer) and newsletter services such as MailChimp or equivalent, and Adobe Creative Cloud or Canva Pro
- Previous experience in business development and/or proposal writing
- Significant experience with Microsoft Office (Word + Styles/Templates, PowerPoint, Excel, SharePoint/OneDrive), Adobe Acrobat and comfort learning new tools.
- Collaborative, flexible, and able to work effectively in a hybrid environment.
- Experience with Opportunity Monitoring Tools such as MERX, etc.
- Bachelor degree or college diploma in Marketing, Business Administration, Communication or equivalent work experience.

Assets

- Experience in proposal development and RFP responses
- Familiarity with CRM platforms
- Project Management experience or certification
- Experience in professional services, consulting or energy/environment/sustainability sector

Physical Skills

- Able to use a computer, tablet, mobile phone, and do paperwork associated with job functions.

Reporting Relationships

- The position reports to the Office Manager.