

JOB DESCRIPTION

Hexing, established in 1992, is a multi-national company offering a variety of electrical equipment and relevant solutions to global power utilities.

With more than two decades of industrial experiences, Hexing is dedicated to developing customized and sustainable ecosystems for energy distribution companies, including but not limited to **micro-grid** with renewable energy, **distribution automation and smart meter to cash collection**, resulting in effective revenue protection.

Today, more than 90 countries across the world are utilizing Hexing products and solutions for better tomorrow.

Job Overview:

We are seeking an experienced Marketing Manager to join our dynamic team and lead the marketing efforts for our innovative line of renewable energy products. The ideal candidate will have a proven track record in developing and executing successful marketing strategies within the renewable energy sector. As a Marketing Manager, you will play a pivotal role in driving brand awareness, customer engagement, and revenue growth for our sustainable energy solutions.

<u>Job Title:</u> : Experienced Marketing Manager for Renewable Energy Products		<u>Location:</u> Senegal
<u>Job Type:</u> Contract - CDD		
	Responsibility	
1.	Develop and Implement Marketing Strategies: - Formulate comprehensive marketing strategies to promote our renewable energy products, considering	

	<p>target audience, competitive landscape, and market trends.</p> <ul style="list-style-type: none"> - Execute multi-channel marketing campaigns to increase brand visibility and drive customer acquisition.
2.	<p>Product Positioning and Branding:</p> <ul style="list-style-type: none"> • Develop a strong brand identity for our renewable energy products, ensuring alignment with corporate values and sustainability initiatives. • Position the products effectively in the market, emphasizing their unique features and benefits.
3.	<p>Market Research and Analysis:</p> <ul style="list-style-type: none"> • Stay abreast of industry trends, competitor activities, and market developments to identify new opportunities and threats. • Conduct market research to understand customer needs, preferences, and behaviors.
4.	<p>Content Creation and Collateral Development:</p> <ul style="list-style-type: none"> • Oversee the creation of compelling marketing collateral, including brochures, presentations, and website content, highlighting the key attributes of our renewable energy products. • Develop engaging and informative content for various channels, such as social media, blogs, and newsletters.
5.	<p>Digital Marketing:</p> <ul style="list-style-type: none"> • Lead digital marketing initiatives, including SEO, SEM, email marketing, and social media campaigns, to drive online visibility and lead generation.

	<ul style="list-style-type: none">• Analyze digital marketing metrics and optimize campaigns for maximum impact.
6.	Event Management: <ul style="list-style-type: none">• Plan and execute events, trade shows, and webinars to showcase our renewable energy products to potential customers and industry stakeholders.• Coordinate participation in relevant industry conferences to enhance brand presence.
7.	Collaboration with Sales and Product Teams: <ul style="list-style-type: none">• Work closely with the sales team to ensure alignment of marketing strategies with sales objectives.• Collaborate with the product development team to provide market insights for future product enhancements.

Job Requirements

Educational Background

- Bachelor's degree in Marketing, Business, or a related field. MBA is a plus.

Work Experience

- Proven experience in marketing renewable energy products or related sustainable technologies.
- Strong analytical skills and data-driven decision-making.
- Excellent communication and interpersonal skills.
- Proficiency in digital marketing tools and platforms.
- Ability to lead and inspire a team.
- **Language: Mandatory French & English proficiency (written and spoken)**

Knowledge and skills required

- Marketing knowledge and skills for **Renewable Energy Products**
- Strong planning, coordination, communication, leadership and decision-making skills.

Professional Qualities

- Professionalism, Integrity, Patience and Steady
- Excellent communication and coordination skills, Team-oriented
- Honest
- Organized Work Habits

If you are passionate about renewable energy, have a strategic mindset, and a track record of successful marketing campaigns, we invite you to apply for this exciting opportunity to contribute to the growth of our sustainable energy business.



Intelligence and Innovation Driving Results

