

Midsummer

careers...

Midsummer
Cecil House
Cambridge Road Industrial Estate
Milton
Cambridge
CB24 6AZ
jobs@midsummerenergy.co.uk

APPLICATION PACK FOR THE MARKETING OFFICER

Dear Applicant,

Many thanks for your interest in a role with us. Please find enclosed a description of the role along with some further information about what makes us tick.

To apply for the role, please complete the application form at midsummerwholesale.co.uk/jobs and send a CV and brief (300 word max) covering email to jobs@midsummerenergy.co.uk with your name and the role as the subject heading. Please direct any questions about the role to that address too.

We will be in touch within 2 weeks of receiving your application. We really look forward to hearing from you.

Your faithfully,



Jamie Vaux
Commercial Director
Midsummer

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MARKETING MANAGER

We're looking for an enthusiastic marketing professional who is keen to work for a company making a difference.

Who we are

Midsummer is a fast-growing company selling renewable energy products to installation companies from our warehouses in Cambridge and Dublin. We sell solar pv systems, battery storage, electric vehicle chargers and a variety of associated products.

This year is our 10th birthday. From humble beginnings in the spare room of our founder's narrowboat we've outgrown five warehouses (we are in the process of moving into our sixth), and built a team of 30 dedicated, friendly staff with a shared vision for a world powered by renewables rather than fossil fuels.

We aim for a lean, efficient operation, which has allowed us to ride the bumpy road of ever-changing government support for renewables, quietly building market share even in difficult times. A cornerstone of our success is a suite of web tools (easy-pv.co.uk) that we have developed that make design and ordering of solar PV and battery storage systems extremely easy. We now sell the software internationally..

Our turnover last year was £16m and we have ambitious plans to grow that further against a competitive distribution backdrop.

We have a strong environmental ethos as an organisation. Our team share a belief in an open and honest approach to business, and a passion for promoting the uptake of renewables.

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The role

This is a full-time, permanent position, based in Cambridge. You will report to the Commercial Director and be given a good deal of responsibility for communicating our brand values - planning and executing all marketing activities across the board, including social media, targeted newsletters, blogs, web content and brochures, print campaigns, events and trade shows and writing press releases.

This role will suit an ambitious and talented generalist. We are a rapidly growing company in a fast-paced industry, and we often have a great deal of news to reach out to people with. We're unusual in having a team of in-house website developers and our own purpose-built systems, so we can create highly targeted campaigns. That's handy, as our target customers are very diverse.

What you'll get

- 30-40k depending on experience. The Company also operates a discretionary profit-share scheme for long serving employees, which can add significantly to basic salary.
- 25 days holiday per year plus Bank Holidays
- A fun and varied job at a small company where you can see the results of what you do, alongside a lovely team
- Enrolment in the Company pension scheme.

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Who we're after:

You're a creative person who combines a way with words with a designer's eye. You have impeccable grammar and mastery of written tone, but enjoy having fun with ideas and how to communicate them. You can write persuasive and friendly prose, whether for web copy, e-newsletters, social media posts or articles and press releases. You're good at getting to grips with technical selling points, and communicating those in a clear and engaging way.

You're creative - you can come up with an idea for a promotion, a catchy strapline to summarise it, some punchy copy to flesh it out with, and eye-catching graphics to go with it. You can see the process through from start to finish, as well as measure and analyse the results.

You have a bit of an eye for composition and design, and you know your way around graphics software and ideally a little html and css. You know your vectors from your hex codes.

You're confident googling a topic and then writing a convincing press release on it. You can follow brand guidelines, throw together a gif, and find your way around a CRM system. If you can't do some of those, you've the dynamism to find out how and get it done to a deadline.

You get what we're about - you have a demonstrable interest in renewable energy and living sustainably and want to get stuck in for a business that's on the right side.

You may have some experience within the renewables industry already, but if not then experience of marketing in a B2B context would be an advantage. Neither is crucial if you think you meet the other optimistic criteria. It's a tall order, but if you think you're our needle in the haystack, and you want to join a motivated and growing team of people in a dynamic industry, then do get in touch!

MIDSUMMER

Delivering Tomorrow's Energy

FROM FRONT ROOM TO BOARDROOM

Midsummer began in the front room of a narrow boat. We're now moving into our 6th warehouse and have expanded overseas, and we have a brilliant team of more than 30 people across different parts of the business. And we're looking for some more!



2005-2020



WHAT WE DO

Wholesale distribution of PV, EV, battery systems and renewables products in the UK and Ireland.

Retail and wholesale supply of off-grid systems.

Provide online PV design software to installers, distributors and manufacturers in the UK and internationally.

2019-2020

£16m

UK SALES

"I am very proud to be a part of Midsummer, we believe in what we do and how we do it. With an environmentally sound ethos and a wonderful team we have a good time doing a great job, all whilst being kind to the planet."

Lowri Goodyer, Sales Director

COLLECT, STORE & USE CLEAN ENERGY

We're a profitable and growing business, but we're united behind a motivation to promote renewables widely, and sell as many products as we can that allow people to harness, store and intelligently use the free energy from the sun.



AN ELECTRIFYING INDUSTRY

The transition to clean energy will touch on all aspects of modern life. Generating and storing clean energy at source makes ever more sense as we wean ourselves off fossil fuels throughout society. Electrification of transport is happening now, for heating it's coming soon, and intelligent home energy systems are just on the edge of mainstream. .

It has never been a more exciting time to be in the renewables industry, the pace of change is incredible, and policy struggles to catch up. In distribution, you're at the coal face on a daily basis, and at Midsummer you're working with a small team and seeing the effects of your work.



"I CAN'T IMAGINE A JOB I'D LOVE MORE, OR A COMPANY I COULD BE MORE COMMITTED TO. EVERY SINGLE DAY WE'RE MOVING RENEWABLES FORWARD, AND I'M SURROUNDED BY A GREAT BUNCH OF PEOPLE HELPING TO DO IT." JAMIE VAUX, COMMERCIAL DIRECTOR

MIDSUMMER

Delivering Tomorrow's Energy

EXCEEDING EXPECTATIONS

We work with selected logistics partners who have their own fleets and tracking (not outsourced networks). That means **reliability, versatility and accountability**. We track and feed back on their performance - delivery is key to success.

8

logistics partners

any size

anywhere

any time



SERVICES

- Same Day
- Specified Time
- Dedicated Artic or Van
- Pre 9:30
- Pre 10:30
- Pre 12:00
- Standard
- Saturday
- Economy
- Collection

2019-2020

13,040

ORDERS DISPATCHED

"The team at Midsummer are very helpful particularly with technical support and their delivery and logistics are very flexible putting their customers first"

Ablaze Green Energy

FULL KITS ARRIVE TOGETHER

No-one wants three separate site deliveries. We send complete kits with all components so that they arrive together in one delivery - panels, rails and all.



DON'T JUST TAKE OUR WORD FOR IT



"Today I had my first delivery and I was actually really impressed by the thought that went into the way they packed the shipment. It just made my life easier unloading and unpacking but it wasn't an accident. Clearly someone had thought about it." Stag Solar Solutions.

"Good range and good prices, but what distinguishes them is good customer service - if problems arise they are quick to resolve." Your Energy Your Way.

"AN OUTSTANDING PARTNER FOR 7+ YEARS - MIDSUMMER REALLY PUT CUSTOMER SERVICE FIRST. A GOOD LOYAL PARTNER, AND GREAT TO SEE THEIR BUSINESS GROW" MARTIN, MLH TRANSPORT

OUR PRODUCTS

A broad and considered range

We carry a variety of product categories and brands. We're confident we can meet the diverse needs of our customers and their clients - and offer them top quality products. We don't sell products we don't believe in.



PV SYSTEMS
EV CHARGERS
BATTERIES
ELECTRICALS
MOUNTING
OFF GRID SYSTEMS
HEAT BATTERIES

63

BRANDS

973

UNIQUE PRODUCTS



SUPPORTING INNOVATION

We're proud that we were among the first to wholesale grid-tie battery systems, tray in-roof mounting systems, and the ever popular Zappi EV charger. We were the first PV wholesaler to stock the Sunamp phase-change heat storage systems.

"By far the most innovative wholesaler to enter the renewable market." Dan Lambert, Givenergy

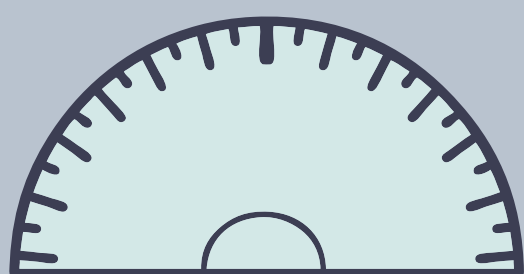
SOLID BRAND PARTNERSHIPS

The suppliers we choose to partner with are extremely important to us. It's an ever-changing global industry, but we maintain consistent long-term relationships wherever possible.



"I love working with Midsummer. Good people and support." Mike Haines, Enphase

ONE-OF-A-KIND DESIGN TOOLS



We make sure we stock all the best kit, but then we make sure we're the easiest to buy it from too. All of our products are written into the design software, and live stock levels show on our site

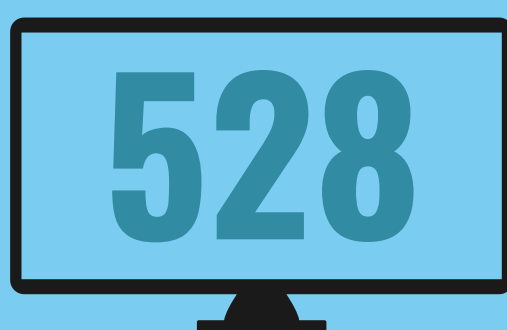
"MIDSUMMER HAS ALWAYS PROVIDED HIGHLY COMPETITIVE PRICES FOR COMPONENTS, STORAGE AND DISTRIBUTION."
CARL BRINKMANN, MOIXA TECHNOLOGIES

TRAINING

A fast-paced industry needs up-to-date knowledge

WEBINARS

In our **MIDSUMMER MORNINGS** webinar series during lockdown we ran 22 hours of live training content grouped by theme with industry partners and our own team. The series was so popular we're continuing it.



Attendees (4 sessions Apr-May)

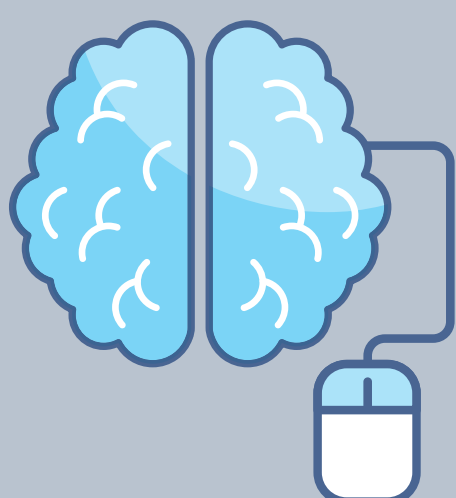
SCREEN-SHARE SESSIONS



We run rolling group and one-to-one screen-share training sessions on our software on a weekly basis. Since it helps automate inverter sizing, electrical checks, and estimating yield and returns, we're facilitating more reliable quotations for homeowners, and removing barriers to entry for new installers.

HANDS-ON

Our sales engineer, Adam, gets hands-on with demonstrations in our workshop, and we host regular training sessions run by our suppliers too. Any who attended our Solfit training will have seen the MD, Andy fitting it himself on a mock roof in our warehouse.



INTERNAL TRAINING

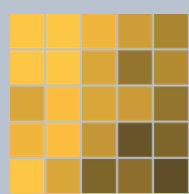
We like to share knowledge and keep our staff up-to-date, so we bring in suppliers for regular sales team training, and also share knowledge among the team with internal technical sessions too.

"BRILLIANT AND ATTENTIVE STAFF ALONG WITH A GREAT SUITE OF PRODUCTS. BEEN REALLY IMPRESSED WITH THE TRAINING AND SEMINARS AS WELL."

CLEAN EARTH ENERGY

DESIGN

Unrivalled design & sales platform



Easy-PV

our full design software

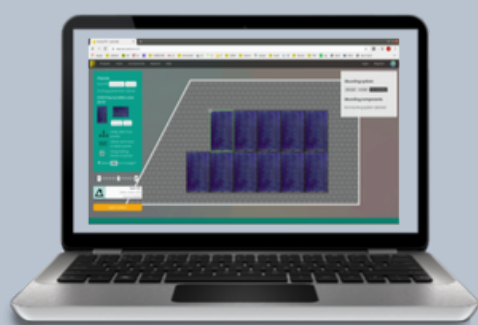
EASY-PV DESIGNS 19-20

12,415

DESIGNS DONE

AUTOMATIC FOR THE PEOPLE;

- Roof Design to Scale
- Inverter Sizing & Stringing
- Electrical checks
- Structural Checks
- Automated Schematic
- Shading & Yield Calculations
- Quote Generator
- Financial ROI Tool
- Auto-complete DNO Forms
- One-click Purchasing



CLOUD-BASED DESIGN

When we installed, we found it a pain to use 5 different design packages for every project, so we made our own that did everything. When we stopped installing we gave it to our distribution customers and our team of developers improve it daily!

3.2k users globally

GET HELP FROM A PERSON TOO!

Our web tools let customers do it themselves, but we have dedicated account handlers ready to help with design and advice as well - we don't insist on self-service!

"Midsummer provide the personal touch which sets them apart from all other distributors in UK solar. Friendly, professional and up to date with all the latest tech. No reason for me look elsewhere as a buyer". Eco Friendly Energy



8 account handlers

LAYOUT TO CHECKOUT IN

22

SECONDS

THE INSTANT KIT DESIGNER

With the mighty power of easy-pv in the background, our lightweight kit builder at midsummerwholesale.co.uk will specify a full kit from a layout in well under a minute - even for a MW!

"EASY PV IS EXACTLY WHAT IT SAYS, IT'S HELPED US MASSIVELY. BRILLIANT"

ROLLINGS ELECTRICAL

CONTRIBUTION

An impact beyond renewables

THE LOCAL ECONOMY

As a UK company that is still founder-run, Midsummer reinvests all profit in the growth of the company and is both a large employer and a user of local businesses. We're pleased to support UK-made products where we can too.



INDUSTRY FIRSTS

We run the only Graduate Scheme in the industry - training the bright and ambitious people who'll take the industry forward.



A GOOD EMPLOYER

We are the only company in the industry offering an equitable profit share scheme, distributed to all staff.

"Midsummer- the best thing to happen in solar since the sun." Ash Cliffe, Midsummer and Easy-pv team

SUPPORTING CAUSES

"Thank you so much to the team at Midsummer Wholesale for supporting my book [Sparki and the Journey to Earth] and my chosen charities - the NICU teams at Sheffield and Grimsby". Jordan, MyEnergi Founder



1100

Masks received from suppliers distributed to NHS workers and care homes



GREEN TO THE CORE

We're not outspoken about it, we just crack on with making a difference. But it's part of our ethos that we bring people onto the team who get it. You can do good business and still do good, through business.

All packaging is re-used or recycled. Our office is powered by solar.

MIDSUMMER STAFF

34% vegan/veggie
76% cycle to work

GROWTH

Doubling and Dublin

A SNOWBALL

Nearly doubling sales every year for three years isn't easy. But we have a winning formula, and we're still picking up momentum.

We are right now entering our new, larger premises, recruiting (again) and the 10 year re-brand is within weeks.

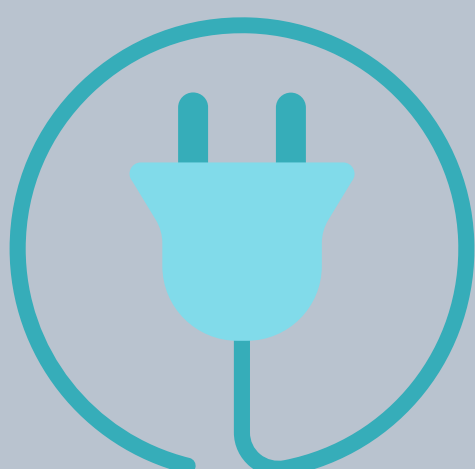


IRELAND OFFICE

We opened for business in Dublin in May 2019 and the team are going from strength to strength, with two new members just appointed. The Midsummer formula is ideally suited to a new and growing market - it will not be the last expansion.

INTERNATIONAL SOFTWARE

Our easy-pv software is useful to any installer anywhere in the world (with some minor tweaks). We already have a growing international user-base and will continue to promote it widely.



OFF-GRID EXPERTS

It's what we started out in, and a market with huge potential as battery costs fall. We're pleased to have expanded that team recently, and will be bringing our sizing tools to bear soon, and revolutionise the market.

THE TEAM

75%

Who are Midsummer?

Directors with a forklift license

DR. ANDY RANKIN, MD

A former climate scientist who started a solar company from his off-grid home 15 years ago. Andy likes to build things from scratch, whether that's companies, houses, solar farms, software or freight bikes. Certainly the only MD in the industry with ultra-running titles under his belt.



JAMIE VAUX, COMMERCIAL DIRECTOR

An environmental business enthusiast who went looking for a company to throw his idealism at, Jamie has spent 10 years chasing sales and building the Midsummer team. If he's not frowning at his phone, you'll find him lifting something heavy or cooking.

LOWRI GOODYER, SALES DIRECTOR

A fellow eco-crusader, Lowri heads up UK sales as well as looking after the company's finances - and climbing, surfing, running, snowboarding or gardening when she wants a rest!



TOM LIVESEY, OPERATIONS DIRECTOR



Tom keeps the wheels of Midsummer turning, from purchasing to logistics and a good dose of technical sales too. His immense product knowledge is only rivalled by his knowledge of craft beers, gourmet recipes and fantasy football tactics.

"THE WHOLE THING IS A TEAM EFFORT EVERY SINGLE DAY - IT'S AN ABSOLUTELY CRACKING TEAM, AND WE COULDN'T DO IT WITHOUT THEM. IT'S A SPECIAL PLACE TO WORK."

JAMIE VAUX

WE CAN'T NAME-CHECK ALL OUR AMAZING TEAM HERE BUT HERE ARE SOME OF US AFTER THE FIT RUSH:

