



**MIDSUMMER**

Delivering tomorrow's energy

Midsummer Energy Ltd  
Cambridge Road Industrial Estate  
Milton  
CB24 6AZ

[jobs@midsummerenergy.co.uk](mailto:jobs@midsummerenergy.co.uk)

## Application Pack: Business Development Executive

Dear Applicant,

Many thanks for your interest in our Business Development Executive role. 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 online application form at [midsummerwholesale.co.uk/business-development-executive](https://midsummerwholesale.co.uk/business-development-executive)

You will need a CV and cover letter in PDF format too.

We will be in touch as soon as possible with regards to your application - please bear with us though as it is a busy time for a small company.

We really look forward to hearing from you.

Yours faithfully,

Matthew Agnès  
**Head of Software Sales, Midsummer**



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## Who we are

We're primarily a distributor of components of renewable energy systems - from solar panels to batteries and heat pumps. Our software division is growing fast and we're looking for enthusiastic people to join this team.

Midsummer is a fast-growing company selling a range of renewable energy products from our offices in Cambridge, Glasgow and Dublin. We sell solar PV systems, battery storage, electric vehicle chargers, heat pumps and a variety of other associated products. We were recognised as the UK's best renewables distributor for 2020.

Our software team has built some of the most powerful solar design and heat pump design software solutions available on the market. Check out [Easy PV](#) and [Heat Punk](#) - it's free to create a login and try them out. We also sell customised enterprise versions of our software to major global energy suppliers, retailers and installers.

We have a strong environmental ethos and a passion for promoting the uptake of renewables, and our team shares a belief in an open and honest approach to business. Find out more about our story, purpose and how we make sustainability, integrity and innovation central to what we do at [midsummerwholesale.co.uk/about](https://midsummerwholesale.co.uk/about).

**Midsummer Energy is committed to making diversity, equity, and inclusion part of everything we do – from how we support our customers to how we build our workforce. We actively celebrate colleagues' different abilities, sexual orientation, ethnicity, faith, and gender. Everyone is welcome and supported in their development at all stages in their journey with us.**



# The role: Business Development Executive



We're looking for someone that can help us increase the number of businesses using Heat Punk, our heat pump system design software. This role will involve contacting a list of accredited heat pump installers to introduce them to the software and Midsummer as a business. You'll be responsible for the business development pipeline and managing leads via the tools/CRM we use.

You'll be required to grasp the technical aspects of the software and heat pump installations so you can explain how the software makes life easy for installers, and communicate the time and money savings they'll benefit from.

You'll need to sell on the phone and via email. You'll also need to be happy presenting the software to people on video calls, and running weekly training webinars for new users. You'll develop product demonstrations for the Heat Punk software and assist with the creation of sales documentation.

Once customers are using the software, you'll help manage the relationship with them and provide support to make sure they are getting the most out of it.

You'll work in a small software sales team under our Head of Software Sales, liaising closely with our Head of Renewable Heat to identify customers that have the potential to become enterprise customers.

## Who we're looking for

We are looking for candidates who have a demonstrable interest in software, sustainability and renewable energy. You'll need to be great on the phone and be comfortable cold calling people. You'll need to be able to write clear and concise sales emails.

You'll need to be quick to pick up our software and learn about the industry. You'll need to be able to understand our target audience and their needs and describe the software benefits to them in ways they will understand.

You'll need to be good at building relationships and helping identify opportunities to increase the value of these relationships to both parties.

Bonus points if you have worked for a startup selling SaaS software on a B2B basis. If you have any software support or marketing experience that will be a bonus too!

**Don't meet all these requirements? Don't worry, you might still be the right person for the job. If you have enthusiasm and potential we want to hear from you!**

# The role: Business Development Executive



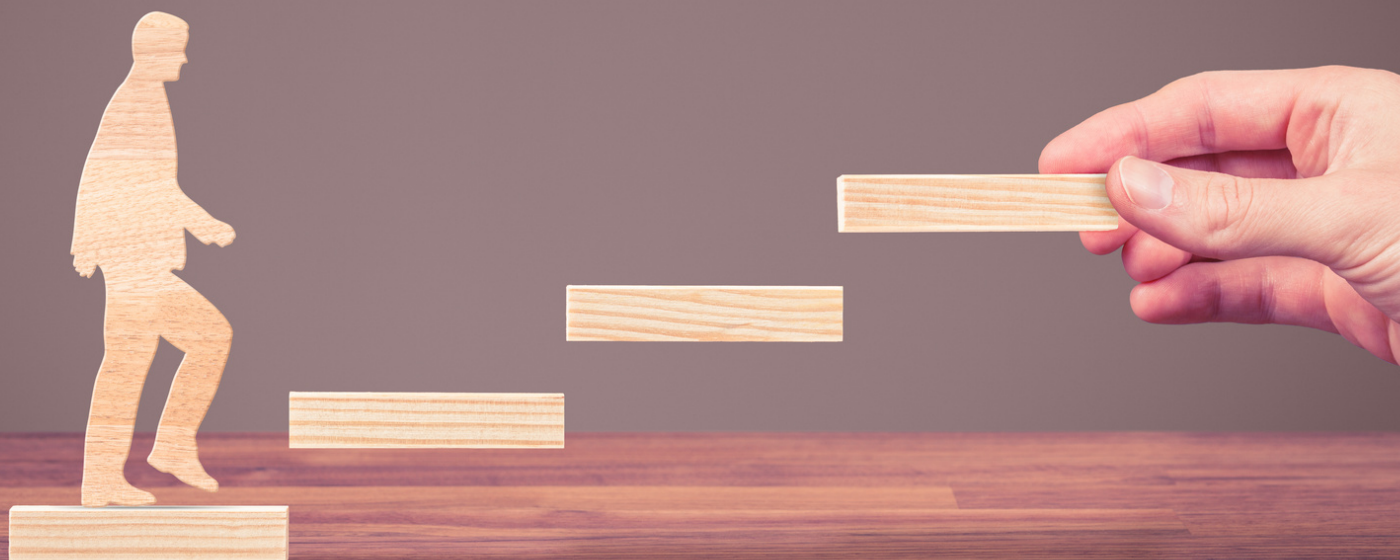
## What it offers:

If you're looking for a career that will make a difference, Midsummer Energy is a great place to work. You'll be joining a small (but growing) software team and see the results of your work from day one. Our office and warehouses work side by side, so you'll be sharing a dynamic, busy site with the rest of the staff. There's a friendly and informal atmosphere, and a real buzz when things get going.

You will learn a lot on the job, and we'll bring you up to speed as fast as possible. It's a fast-moving industry so new products, customers and technologies come along all the time - there will always be new things to learn. Our own tools are also evolving rapidly.

**This is a full time role based in our offices on the outskirts of Cambridge, with a salary of £24,000-£30,000** depending on experience and qualifications. Long term employees also take home a share of the profits of the company. You'll get 25 days paid holiday (plus bank holidays), be enrolled in our pension scheme and have personal and professional growth opportunities.

**You must be able to work from our Cambridge office**, although you will be able to work from home one day per week if you wish to. We can be flexible with start dates.







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## From front room to boardroom

Midsummer began in the front room of a narrow boat. We're now moving into our 6th warehouse, have expanded overseas and we have a brilliant team of more than 90 people across different parts of the business.

## What we do

Our business is broken up into 3 key areas:

Wholesale distribution of renewable energy products including solar PV, EV chargers, battery systems and renewable heating in the UK and Ireland.

We also supply off-grid systems - wholesale and to retail customers.

We also provide both PV and heating design software to installers, distributors and manufacturers in the UK and internationally.

## The future

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. The wholesale industry is a key delivery mechanism for this transition.

## Our Story

### 2005-2022



"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**



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## Growth

### The snowball effect

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've come out of the pandemic growing fast again, and looking for new team members in all parts of the company.



### Ireland office

We opened for business in Dublin in May 2019 and the team are going from strength to strength, currently recruiting a number of roles. The Midsummer formula is ideally suited to a new and growing market - it will not be the last expansion.

### 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 to revolutionise the market.



### 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.



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## Our Products

**PV Systems | EV Chargers | Batteries | Mounting |  
Off Grid Systems | Renewable Heating**

We have a broad and considered range and 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. Fundamentally though, we won't sell products we don't believe in.

### 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.

### Supporting innovation

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

**1000+ products across 65+  
trusted brands, including...**

"By far the most innovative wholesaler to enter the renewable market."

**Dan Lambert, GivEnergy**

GivEnergy

LG  
Life's Good

sonnen

Sunamp

eo

solar edge

Q CELLS

VAN DER VALK  
SOLAR SYSTEMS

myenergi

Fronius

LONGI

growatt



# Easy PV

Solar design made simple

We used to install solar PV systems ourselves - and found that we had to use 5 or 6 different software packages to complete a full design.

Every mounting system, every inverter brand, had their own design tool - and then you had to use spreadsheets and word processors to pull everything together and create a nicely formatted quote.

We shoehorned a design package together that did everything - and saved ourselves a lot of time and wasted effort!

When we gave up installations to concentrate on distribution, we realised our design tool was actually one of our greatest assets. We put a huge amount of effort into improving it and making it available to our distribution partners. It's now used by hundreds of people every day to design PV systems. And because it connects seamlessly to our e-commerce website, it makes it easy for users to purchase from us. We have seen our sales grow enormously as a result

**Our integrated solar design software simplifies design, paperwork and ordering into one neat package. It:**

- Draws roofs to scale
- Automatically creates solar array layouts that make best use of the available space
- Designs the mounting system and undertakes structural calculations
- Selects an appropriate inverters and undertakes stringing calculations
- Specifies electrical components such as meters and isolators
- Creates a schematic
- Produces shading & yield calculations
- Generates a professional quote and technical report
- Makes financial projections for the customer
- Auto-completes commissioning forms
- Connects to our websites for rapid ordering



**20,000+  
designs  
every month!**

**easy-pv.co.uk**





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## Leadership Team

### Dr. Andy Rankin, Founder

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 the UK sales team as well as looking after the company's finances and admin teams - 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.





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The UK's BEST renewables distributor 2020