



**MIDSUMMER**

Delivering tomorrow's energy

Midsummer Energy Ltd  
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**Application pack for the Heat Pump Sales Executive Role**

Dear Applicant,

Many thanks for your interest in our Heat Pump sales 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 <https://midsummerwholesale.co.uk/account-handler-heat>  
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,

Jamie Vaux,  
**Commercial Director, 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, more recently, heat pumps. We're unusual in offering software alongside that too.

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

Midsummer brings 15 years' experience as a leading renewables distributor in the UK. In addition to our growing gang of friendly staff and a lean, efficient operation, we have a suite of web tools that make design and ordering extremely easy. In fact, the software platforms (Easy PV and Heatpünk) are also something we are working to promote and sell internationally.

As an organisation, we have a strong environmental ethos and a passion for promoting the uptake of renewables, and our team share 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 here.





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## Heat Pump Sales Exec learn about the role

**The Role** Providing friendly and knowledgeable service for our trade customers.

We need an enthusiastic sales person to help with the growing number of heat pump orders and enquiries. You'll join a small team and be dealing with our trade customers from day one, building relationships and helping deliver an excellent service. You'll help to introduce them to our product range, and our unrivalled design software [heatpunk.co.uk](http://heatpunk.co.uk), and aim to make sure they keep coming back to us. You'll help represent Midsummer at trade shows and training events, and support on business development as well as covering the day to day orders.

### Who we're looking for

You're looking for a career that will make a difference, and you knock for building relationships and giving great service.

We'll be looking for candidates who have a demonstrable interest in sustainability and decarbonisation of heating. Some experience of sales or building relationships would be an advantage, but a winning way with customers and a willingness to learn also go a long way. Any experience in the heating industry would be an advantage but more important is the ability to quickly grasp technical information, and explain it clearly. We have unrivalled heating design software developed in-house that will drive sales to some extent and need promoting alongside the products. The ideal candidate will thrive in a team, but have a problem-solving and self-led approach during busy periods. Establishing and building relationships is a key part of the role, along with attention to detail and a friendly manner.

The heat pump industry is growing fast and this is a great opportunity to get involved early and grow with the market.





## Heat Pump Sales Exec learn about the role

### What it offers:

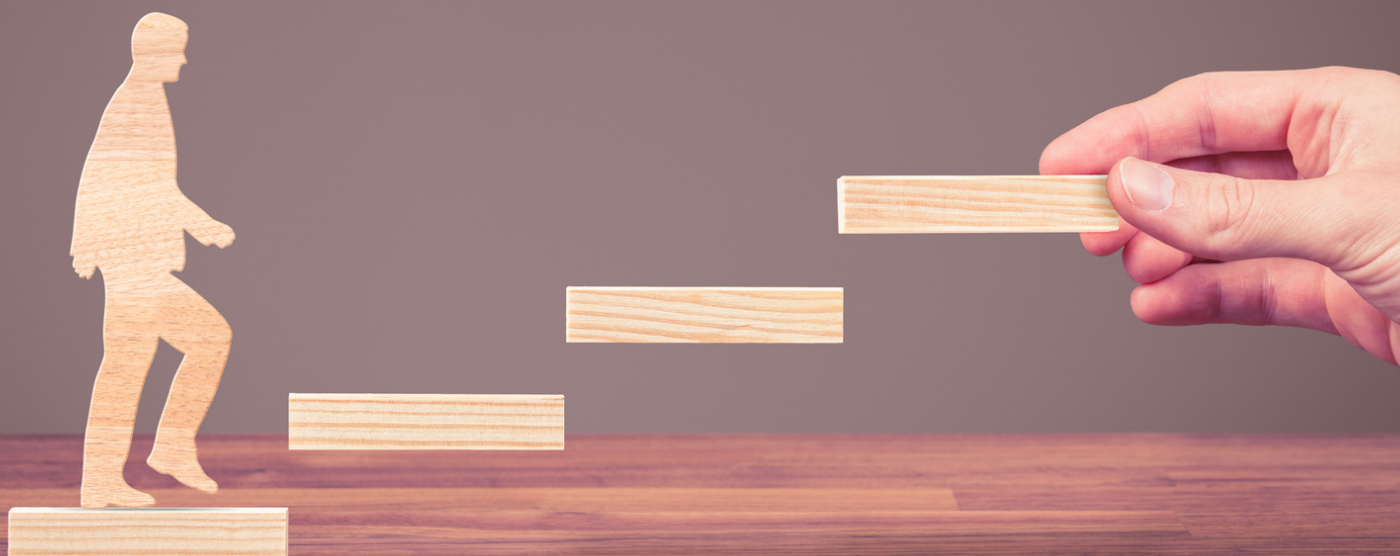
You'll be joining a fairly small team and see the results of your work from day one. You'll be sharing a dynamic, busy site with the rest of the staff. There's a friendly and informal atmosphere, and a real buzz when things get going.

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 £26,000-£30,000, depending on experience and qualifications. Long term employees also take home a share of the profits of the company.

We can be flexible with start dates.

The role allows **25 days** holiday per year plus bank holidays, and it's a friendly and dynamic office environment with an emphasis on teamwork, and a shared environmental ethos across the company as a whole.





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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 60 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

### 2005-2021



"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



Sunamp



solaredge

QCELLS



LONGI





# 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



**10,000+  
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