

Application pack:

Software business development executive - Heatpunk

At Midsummer, we're committed to reducing carbon emissions and to accelerating the adoption of clean energy and heat solutions. From humble beginnings, we have grown to become one of the leading distributors of renewable energy products such as solar PV, battery storage, and heat pumps in the UK and Ireland.

Founded in 2005 on a narrowboat, we have expanded rapidly. We now operate from three UK warehouses, with a fourth coming online soon, and one in Ireland. In addition to trade sales, we offer a suite of web tools that simplify the design, sales, and project management of solar projects and heat pump installations. With a team of over 120 members and growing, we process around 50,000 orders annually. We were honoured to be named the UK's best renewables distributor in 2020 and 2022.

Our software solutions for installers, Easy PV and Heatpunk, are crucial to our company's continued growth in an increasingly competitive market. Our business development and customer success team members play a central role in ensuring that key players in the industry adopt our software and get the maximum benefits for their business.

We're looking for a driven and dynamic individual to join our team and focus on the growth of Heatpunk, our innovative heat pump design software solution. If you're excited to use your career to make a difference then we hope you'll consider this role and help us revolutionise the heat pump design and sales experience for installers.



Matt Agnes,
Head of Software Sales, Midsummer



The role



As a Software Business Development Executive, you'll focus on driving adoption of Heatpunk, our heat pump system design software. You'll build relationships with accredited heat pump installers, showcasing how Heatpunk can save time and money while simplifying installations.

Your responsibilities will include:

Outreach and sales

- Cold calling accredited heat pump installers to introduce them to Heatpunk.
- Sending clear, impactful sales emails and managing follow-ups.
- Presenting software demonstrations via video calls or webinars.
- Introducing users to our Pro and enterprise software subscriptions.

Customer training and support

- Running engaging training webinars to onboard new users.
- Providing ongoing support to ensure customers maximize Heatpunk's value.

Administrative support

- Updating the CRM with customer interactions and maintaining accurate records.
- Working on sales and marketing materials with support of the wider team.

Learning & Development:

- Gaining a deep understanding of Heatpunk, heat pump systems, and customer needs.
- Staying up to date with industry trends and competitor offerings.

You'll report to the Head of Software Sales and collaborate with our broader team to effectively onboard new customers and give them an exceptional experience.



About you



We're looking for someone who:

- **Is enthusiastic and eager to learn:** You're excited about renewable energy and technology and want to grow your skills in the business development field.
- **Thrives on making connections:** You enjoy engaging with people, whether it's over the phone, via email, or through video calls, and are comfortable with cold calling.
- **Is detail-oriented and organized:** You're good at following processes, keeping records up to date, and managing administrative tasks with accuracy.
- **Has strong communication skills:** You can write clear, concise emails and have the ability to explain complex ideas in a simple way.
- **Is motivated by goals and targets:** You're driven to hit sales and performance targets, even if it means starting small and growing over time.

Bonus points if you have:

- Experience in a customer-facing role, especially in sales or customer service.
- A background or interest in renewable energy or software.

If you don't tick all the boxes, don't worry! Enthusiasm, a willingness to learn, and potential matter most to us.



What we offer



You'll be joining a young, dynamic company with positive values that is aiming to position itself as the leading distributor of renewable energy systems in the UK. The position is based in our offices neighbouring Milton Country Park on the outskirts of Cambridge. This will be a challenging but fulfilling role.

Salary is £30,000 - £35,000 with a performance related bonus up to £5,000 depending on experience. In addition to base salary we have a policy of sharing a proportion of the profits of the company amongst employees.

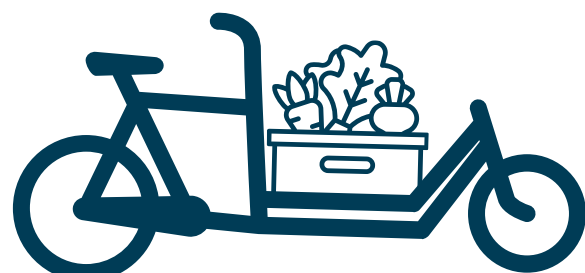
Benefits include:

- Free bag of delicious, fresh, locally-grown organic veg every week
- Pension salary sacrifice scheme
- Employee Assistance Package
- EV salary sacrifice scheme
- Cycle to work scheme
- Free bike maintenance
- Early finish on a Friday
- Lots of clubs to get involved with and company socials
- On-site parking

We believe in early responsibility and career progression based on talent and commitment. The renewables industry is growing fast, and so is Midsummer - there is plenty of scope to grow with us.

To apply

Please complete the online application form at
<https://midsummerwholesale.co.uk/jobs>



Our Story



2005



2015



2024

Midsummer began life in the front room of a narrowboat, when our founder started selling solar panels to fellow boaters.

Sticking to our roots

We've grown through 7 ever-larger warehouses since then and diversified what we do - but an important part of our business remains the supply of off-grid systems to customers who need power away from the national grid.

Growing branches

With the introduction of the Feed-in Tariff in 2010 we began installing and supplying larger grid-connect solar PV systems. Today, the distribution of solar PV and battery storage accounts for the majority of our £125M annual turnover.

Planting seeds

In 2019 we opened a subsidiary on the outskirts of Dublin. Our team have gone from strength to strength, and have just moved to a larger warehouse. Last year we also opened another satellite warehouse in Glasgow.

Software - the secret of our success

We've written our own PV design software that makes designing solar power systems incredibly easy. It's used by installers and manufacturers in the UK and internationally.

We have also developed software for designing heat pump systems. Heat pumps are the future of heating, and we want to be at the forefront of their deployment in the UK. They will be an important part of the next chapter of our story!

Our values



It has never been our aim simply to make a profit. We want to make a positive impact on the world around us too. This is what we stand for.

Eliminating fossil fuels

We are passionate about moving as swiftly as we can to eliminate fossil fuels from electricity generation, heating and transport. We only sell products and systems that further that aim.

We are also working to reduce fossil fuel use in our own operations. We have solar arrays on our Milton office and our warehouse in Glasgow. We help our employees to keep their own footprints low by encouraging cycling and walking over car use.

Reducing consumption

Over-consumption is at the heart of many of the environmental problems that the world is experiencing. Most businesses operate a business model which is designed to encourage consumption. We want to be different.

We sell solar PV systems that greatly reduce the amount of energy that properties need to import, and we sell heat pumps that use less primary energy (and from less damaging sources) than the fossil fuel based heating systems that they are replacing.

We don't sell disposable items. All the products that we sell are designed to last for many years. Many of the solar panels we sell have a 30 year warranty.

We try where we can to reduce consumption in our own operations. We re-use a lot of the packaging that products arrive in.



Putting people and planet before profit

We believe that businesses have a bigger responsibility to the planet, and to their employees and the communities they operate in, than they do to their shareholders.

We are a successful business. Some of our annual profit is returned to our employees through a staff profit share scheme. We also have a community fund which donates to socially beneficial and sustainable projects in the community. Almost all the remaining profit is reinvested into the business - very little is paid out in shareholder dividends.

We believe in reducing the gap between rich and poor. We pay well over the living wage to all our employees, and our profit share scheme is equitable, so that all employees, from the most junior to the most senior, share equally in the rewards when the company does well. For senior staff we aim to pay competitive salaries, but we don't believe in excessive executive pay.

We believe healthy employees are happy employees. We work with local organic growers to provide all our employees with a vegetable box each week.



Leadership team



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.



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. Out of the office you'll find him lifting something heavy or cooking.



Lowri Goodyer

Sales Director

A fellow eco-crusader, Lowri heads up UK sales - and can be found climbing, surfing, running, snowboarding or gardening when she wants a rest!



Tom Livesey

Purchasing and Partnerships Director

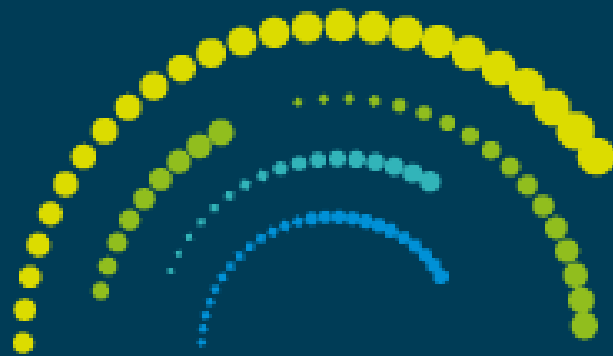
Tom's seismic product knowledge is only bettered by his knowledge of craft beers and fantasy football tactics. He leads our resellers and purchasing teams.



Tom Kemsley

Scotland Manager

Tom joined our graduate scheme green out of university. Although he subsequently tried to escape, even in New Zealand he found the magnetic pull of Midsummer drawing him back. He heads up our office in Glasgow.



MIDSUMMER

2022 Distributor of the Year - Solar & Storage Live Awards

"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



Easy PV

Solar design made simple

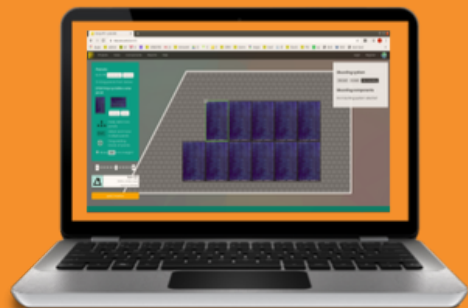
We used to install solar PV systems ourselves - and found that we had to use 5 or 6 different software packages to complete a full design.

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.

- Draws roofs to scale
- Automatically create solar array layouts
- Designs the mounting system and undertakes structural calculations
- Selects appropriate inverters and undertakes stringing calculations
- Specifies electrical components
- 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



33,000+

designs a month
(and growing rapidly)

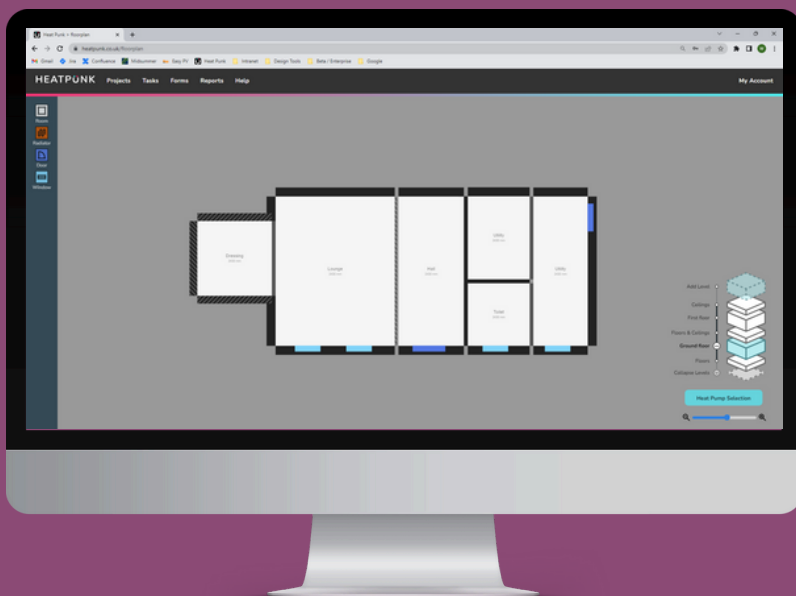
easy-pv.co.uk

HEATPÜNK

We've also released a tool that allows installers to survey properties and design heat pump systems.

Building on the web technology we used to create the roof editor for Easy-PV, we've created a floorplan editor that makes it extremely easy to draw a house to scale and undertake detailed room-by-room heat loss calculations.

The software automatically selects the optimum heat pump and shows which rooms may need upgraded radiators to work at the relatively low flow temperatures that a heat pump produces.



Heat pumps are the future of heating, We're at the beginning of a transformation of the entire heating industry, and our software will be a big part of that. There are exciting times ahead!

heatpunk.co.uk