



Midsummer Energy Ltd
Cambridge Road Industrial Estate
Milton
Cambridge
CB24 6AZ

jobs@midsummerenergy.co.uk

Application pack - Marketing Executive

At Midsummer, we're passionate about reducing carbon emissions, and from humble beginnings we have grown to be one of the biggest players in the distribution of renewable energy products such as solar PV, battery storage, and heat pumps in the UK and Ireland.

We stand out from the crowd thanks in part to our market-leading software for designing systems, but we also specialise in building great relationships with our trade customers to keep them coming back for our service and our well-chosen range of products. Our marketing team is pivotal in telling the industry about just how great our offering is, and plays a key role in helping us to lead the market as a renewables distributor.

We're looking to continue building our market share, as more and more installers become trained to install solar PV and heat pumps, so we're looking for an energetic and talented marketing executive to join our team.

This will be a fast-paced but fulfilling role, and will give you the chance to work in a friendly, professional team selling products that are directly contributing to a cleaner future. We hope we have piqued your interest. Read on for more details!

Andy Rankin,
Managing Director, Midsummer



The role



We're looking for a passionate marketing exec to join an award-winning renewable energy firm with a difference!

You'll be part of a small marketing team, reporting to the Head of Marketing, and be fully immersed in promoting our products, training and services, through which we support installers' networks with the latest products to market.

This role will be based at the Cambridge office, and involve:

- Working with the Head of Marketing to plan & drive targeted campaigns
- , using the full marketing mix including social media, website, advertising, PR, literature and events
- Creating responsive and professionally structured social media posts, update websites & landing pages - plus analysis and reporting of digital activities
- Creating literature, adverts and collateral using Adobe Creative Cloud apps and services, Canva and other programmes
- Creating email promotions and newsletters using our bespoke in-house emailer
- Writing content & news for blogs and case studies, and liaising with key media for PR opportunities



The role



Other responsibilities include:

- Plan and write copy for email marketing and social media campaigns
- Produce creative sales materials to enable the sales team to effectively promote our products.
- Execute marketing campaigns to drive product awareness and demand.
- Monitor market trends and customer feedback to identify opportunities for product enhancement.
- Measure and analyse the effectiveness of marketing initiatives and provide recommendations.
- Work with our teams on the strategy and marketing materials for large trade shows, like Solar & Storage Live.
- Working with the software leadership team to develop comprehensive product marketing strategies aligned with the company's goals.
- Conduct market research to identify customer needs, market trends, and competitors.
- Collaborate with cross-functional teams to create product launch plans and go-to-market strategies.
- Craft compelling messaging and marketing collateral to effectively communicate product value, including helping us plan and build new websites for Easy PV and Heat Punk.
- Adaptive and flexible to manage a variety of inbound tasks.
- Responsive and proactive monitoring of social media platforms



About you



We are looking for an enthusiastic and effective individual who is experienced in, and prides themselves on delivering first-class product marketing.

Ideal candidates will meet the following requirements:

- Degree qualified or relevant experience in a marketing communications role
- Proven experience in creative product marketing and promotions.
- Experience with the editing of html in a website and email applications.
- Good understanding of customer segmentation and product positioning.
- Excellent written and verbal communication skills for crafting compelling content.
- Ability to collaborate with cross-functional teams and manage multiple projects.
- Familiarity with marketing tools.
- Good IT knowledge (Google Apps) with experience of Adobe Creative Cloud, Canva, Hubspot.
- Experience of using social media for marketing, both paid for and organic
- Strong at creating engaging and well written communications
- Well organised with the ability to multi-task, and have a keen eye for detail
- An interest in recent advancements in the renewable energy sector

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!



What we offer



You'll be joining an enthusiastic young team and see the results of your work from day one. There's a friendly and informal atmosphere, and a real buzz when things get going.

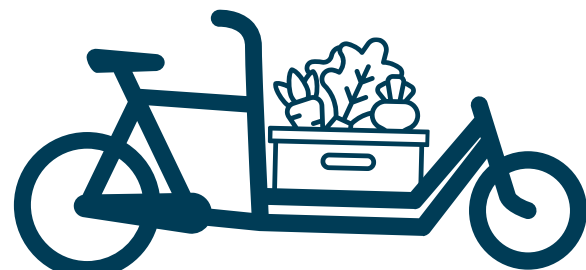
You will learn a lot on the job, and we'll bring you up to speed as fast as possible. It's a fast-moving industry so new products, customers and technologies come along all the time - there will always be new things to learn. Our own tools are also evolving rapidly.

This is a full time role based in our offices on the outskirts of Cambridge with a salary of £28,000-£31,000, depending on experience and qualifications. In addition to base salary we have a policy of sharing a proportion of the profits of the company amongst long-term employees.

You won't get a company car - we'd rather encourage people to get on their bike or take public transport. But you do get a free bag of delicious, fresh, locally-grown organic veg every week.

To apply

Please complete the application form at midsummerwholesale.co.uk/jobs



Our Story



2005



2015



2023

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've developed software for designing heat pump systems too. 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. If he's not frowning at his phone, you'll find him lifting something heavy or cooking.



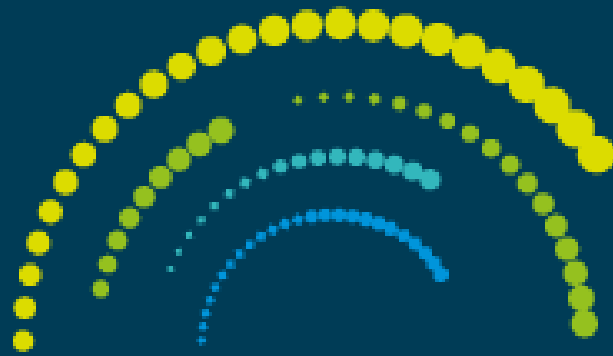
Lowri Goodyer, Sales Director

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



Tom Livesey, Purchasing 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 and fantasy football tactics.



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

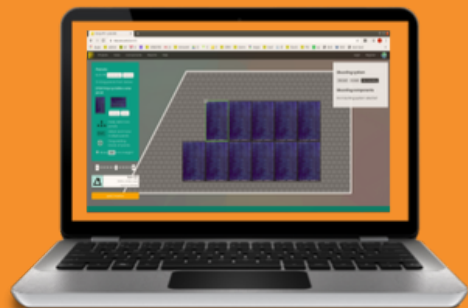
We used to install solar PV systems ourselves - and found that we had to use 5 or 6 different software packages to complete a full design.

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



30,000

designs a month
(and growing rapidly)

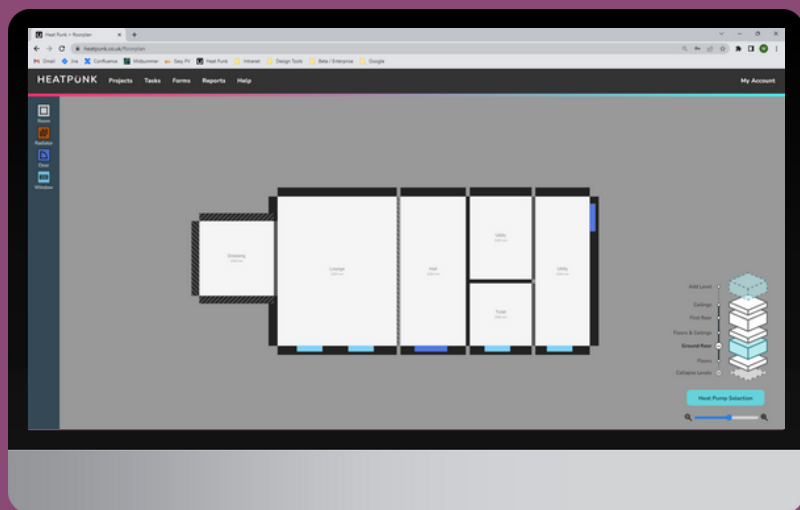
easy-pv.co.uk

HEATPÜNK

We've recently released a new 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