

About Boldr:

At Boldr we are on a mission to eliminate fossil fuels from the energy grid. To do this we are building the largest residential power plant in the US that will provide peak capacity to the grid at a moment's notice. Our beachhead is in HVAC, as we produce and sell smart home climate products to acquire energy under management.

Our team is made up of repeat founders, veteran engineers, and experienced operators. We believe that building a strong brand is crucial to connecting with people and reaching our mission. Having built our first product and successfully launched in the US we are now ready to establish Boldr as a household name. To do this we are looking for a talented marketer to shape and lead the growth of our brand.

Responsibilities

- Develop and execute marketing campaigns to promote the brand, generate leads and drive direct sales. Both paid and organic.
- Own D2C and B2B marketing growth by delivering sustainable customer acquisition - reporting directly to the CEO
- Collaborate with sales and product teams to align messaging and strategy.
- Manage creative assets and marketing content across channels (social media, email, online publication and occasionally events).
- Monitor campaign performance and use data insights to optimize future efforts
- Hire, build, and coach a marketing team. Determine channel focus and talent needs
- Build and iterate on a sales funnel that will drive sustainable growth

Requirements

- 5+ years of experience in a marketing, growth or related role
 - Clear communication and ability to formulate clear arguments and positions based on data
 - Ability to work cross-functionally with product and sales teams and adapt to changing priorities.
 - Diverse experience across multiple marketing channels, including SEO, paid acquisition, organic, partnerships, and lifecycle marketing.
 - Proficiency in marketing and data tools (TripleWhale or similar, Meta & Google ads, Klavyio)
 - Be able to work independently without day to day direction and be accountable for management and metrics of your own team.
 - A high level of English (Native or at native level)
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Bonus Skills and About You

- A passion for storytelling and building brands.
- Analytical mindset with an eye for data-driven improvements.
- Ability to oversee and draft copy for both brand and marketing campaigns
- Experience with the intersection of consumer hardware and software services.
- Ability to prioritize in a data and insight-driven way that helps to align the broader organization to ensure clear focus. This includes forming strong opinions that you will change as the data changes.
- Understanding of the US market and US audience

Application Process

Interested in the position? Reach out to maidi@teamboldr.com with a CV and cover letter.