



Job Description-International Marketing Manager

Company Summary:

Clenergy (www.clenergy.com) is a public company listed in Shanghai stock exchange, a high-tech company which specializes in product (manufacturing), Service (project development and EPC) and investment. Clenergy was founded in 2007; Headquartered in Xiamen, China. Clenergy's high-quality mounting systems with innovation and service established strong market presentation in Australia, Japan and AP region.

With its footprint across the world, Clenergy has grown to a passionate, globally renowned renewable energy company, and has set up the mature sales channel in China, Southeast Asia, Japan and Australia. Clenergy is an equal opportunity employer. Now we are looking to expand our business operation in International emerging markets, Europe and Asia-Pacific. We sincerely invite sales marketing talents to join Clenergy and create new success with us.

Job Title: International Marketing Manage

Reports to: VP International Sales and Marketing

Location: Hamburg, Germany

Responsible for: Europe, Australia, Japan, Asia Pacific and any other markets assigned

General Description:

Responsible for Identifying marketing opportunities, maximizing Clenergy's international market share and profits through the development and implement of strong product marketing strategy and planning. Monitor and analyze marketing activity against goals in global market of Europe, Australia, Japan, Asia Pacific and so on. Establish and promote the company's brand value through the industry marketing activities.

Main Duties and Responsibilities:

- **Product Marketing Strategy and planning**

Develop and implement Product Marketing strategy and planning for target international markets.

Develop and manage marketing budgets and oversee internal operating budgets' development and management.

- **Product and Service Promotion**

Acquire target market trends to develop, promote types of products and service that meet demands of target international market.

Support to grow the markets through innovative sales and marketing programs, materials, sales tools, and other support developed by both RR and the business partner.

- **Market Intelligence**

Monitor all application and product trends and develop appropriate product innovation and provide optimal training to staff on all marketing tools for special projects.

Research and develop pricing policies and recommends appropriate sales channels.

Conduct market research, and monitor competitive activity and market trends.

- **Market communication**

Represent the company at various community and/or business meetings to promote the company brand.

Promote positive relations with partners, vendors, and distributors.

- **Events organisation**

Plan and coordinate public affairs, and communications efforts, to include public relations and community outreach.

Required Qualifications, Experience and Skills:

- Bachelor Degree and above in Marketing, Business Management or related area;
- At least 5~8 years' experience in international senior business or marketing position in PV Solar/renewable energy industry as the main contributor.
- Familiar with both the relevant policy of PV industry and dynamic target market, with the experience and capability of independent strategic planning and execution for market;
- Familiar with EU renewable law, pricing, markets and competitors situations.
- Experience in planning advertising campaigns, and successful public relations efforts.

- Fluency in German and English, other languages will be advantages. Excellent professional written and verbal communication and interpersonal skills.
- Very responsible and organized with the ability to work across organizations effectively.
- Adaptable to international multi-cultural working environments and business travel.

Note:

The company reserves the right to change the duties and responsibilities of this position at its own discretion.

Compensation and Benefits:

Clenergy offers a competitive salary plus fully comprehensive benefits and performance incentive package based on an annual objective achievement. This is a full-time position.

If these describes you and you want to work for a company that delivers quality products, innovation and exemplary service to its partners, then please apply immediately by sending your application including your latest revised CV at hr@clenergy.com.cn to have a talk with Eilene Lin or Helena Hong.