



Head of Marketing (M/F/X)

Location: 06766 Bitterfeld-Wolfen or remote work | Contract: Full-Time | Job-ID: 201206

Meyer Burger – WORK FOR A VISION

Meyer Burger's vision is to become the leading European manufacturer of solar photovoltaic (PV) cells and modules. The company will start producing highest-performance PV cells and modules in Bitterfeld-Wolfen and Freiberg (Germany) from 2021 on, based on its proprietary heterojunction/SmartWire technology.

Meyer Burger is currently transforming itself into a PV cell and module manufacturer, based on the legacy of being a global leader in innovative systems and production equipment for the PV market. The company has shaped the development of the PV industry through technologies such as the diamond wire wafer saw and the industrial PERC cell solution.

Next to the two new German production sites, Meyer Burger operates research and development centers in Thun and Hauterive (Switzerland) and its production equipment industrialization and manufacturing site in Hohenstein-Ernstthal (Germany), with a total staff of [800].

Position

- The Meyer Burger Group (the "Group") is currently building its global marketing organization to support the sale of photovoltaic (PV) modules, with the intent to start selling modules in 2021.
- The objective of the marketing organization is to support the Group's sale of high-performance premium PV modules into residential and small commercial markets across Europe and select overseas markets, and later also sales into the utility-scale PV segment. The Group's marketing will be crucial in positioning the premium products in highly competitive markets dominated by commodity players.
- A Head of Marketing is needed to build and lead the global marketing organization
- Starting date: as soon as possible.
- A competitive compensation package including an attractive long-term incentivization program is offered
- The office location will be based in Thun (Switzerland), Bitterfeld-Wolfen, Hohenstein-Ernstthal or Freiberg (Germany). Remote work will be made possible for qualified candidates, but regular physical meetings with the marketing and sales team members and Meyer Burger's broader management should be expected.

Roles & Responsibilities

- **Build new marketing organization:** Define and implement the marketing organization, operating model and processes.
- **Define the global marketing strategy/concept:** Next to hands-on strategic work, the Head of Marketing is expected to oversee and steer external marketing agencies supporting the process.
- **Delight the customer:** Ensure that the marketing meets the customer requirements towards a premium product in a complex B2B2C sales structure, including compelling value proposition, product positioning, marketing messages, brand positioning and brand and visual identity and marketing materials/concepts.
- **Plan and coordinate/deliver marketing activities and instruments:** Plan marketing activities, engage and steer third-party providers/agencies and ensure roll-out to value chain partners, both digital and physical. Oversee and allocate media budget with a view to achieving optimum effectiveness among target groups, especially through digital campaigns and initiatives.
- **Manage core external marketing partners:** Establish and strengthen relationships with, and closely collaborate with, the marketing teams of core strategic sales partners of Meyer Burger in the PV value chain (e.g. wholesalers).



- **Lead the marketing team:** Hire, supervise, guide, coach and develop direct reports and lead in all aspects related to marketing.
- **Collaborate with internal stakeholders:** Work in close coordination with the Group's sales, product management and corporate communications teams and other key internal stakeholders.
- **Monitor performance:** Continuously measure the impact of marketing efforts and define and implement action plans to measure and materialize tangible improvements.

Profile

- Required capabilities & skills:
 - **Marketing strategy and implementation:** Proven track record for marketing strategy development and implementation, with experience in complex settings such as B2B2C structures or premium brands. Strong strategic thinking skills are a must.
 - **Commercial:** Experience in marketing in early-stage/growth phases, e.g. with launching new products, new geographies (or both) and brand
 - **Leadership:** Experience with leading teams and steering service providers
 - **"Startup" spirit and initiative:** Experience required with setting up new teams and structures in a fast-paced dynamic environment, high degree of initiative and "ownership" for responsibilities required
 - **Languages:** Excellent communication skills in German and English are a prerequisite. Other EU languages (in particular French, Italian and Dutch) are a plus
 - **Technical affinity:** Interest to understand the Group's products from a technical perspective
- **Professional background:** Experience of international marketing and potentially sales/business development with proven leadership skills. Experience in the photovoltaics industry is an advantage.
- **Educational background:** Academic degree preferably in business, but unrelated fields welcome in combination with relevant professional experience.

We are shaping the energy generation of the future. This requires a strong team. We look forward to receiving your complete application documents. **Susan Herzog, Head of Human Resources, will be happy to answer your questions at +49 174 3195208.**