



LineVision Inc.
444 Somerville Ave
Somerville, MA 02143 USA

Position: Director of Marketing

LineVision Inc. is working to monitor, optimize, and protect the world's critical energy infrastructure. We are an innovative technology company that works with electric utilities and pipeline companies around the world to unlock new intelligence from previously unavailable data sources, providing operators and engineers with a new level of understanding of their critical infrastructure. Our unique sensor technology enables stakeholders with information and tools to turn static infrastructure into dynamic, optimized assets to reduce risks and plan for the future.

Through our non-contact overhead powerline monitoring sensors and sophisticated cloud-based analytics, we open the door for new actionable insights into the real-time status and long-term health of energy delivery assets. With LineVision you can monitor assets continuously to gain real-time situational awareness detecting anomalies to take immediate action and optimize your delivery assets to extend lifetime. Whether you are scheduling regular maintenance, considering new capital investments, dealing with ever-changing power flow patterns, or building models to mitigate asset risks and aging, we have the answer.

We are a rapidly growing, inclusive, and highly motivated team. LineVision is relatively young, having been founded in 2018, however, our technology has been built over nearly two decades, giving us the feel of a startup while having the weight of well-tested technology behind us.

We are experiencing significant demand for our solutions and need a highly capable, creative, dedicated Director of Marketing to help us capitalize on our previous success, and continue to grow to our full potential.

At LineVision we value and benefit from the wide-ranging perspectives that come from a diverse and inclusive work environment. We encourage all qualified candidates to apply, particularly those from under-represented groups in the energy sector.

Overview

Reports to: VP of Product

Location: Denver CO, Somerville MA, New Albany IN, or Remote (US)

Employment Type: Full Time

Market Sectors: Electric Utility & Midstream Pipeline

As our Director of Marketing you will develop content and execute campaigns that increase brand awareness, showcase the value of our solutions, demonstrate the need for our technology, engage with current and prospective clients, and position LineVision as the industry thought leader. You'll work closely with the VP of Product to define the overall marketing strategy that will elevate the company's profile. This is a great role for an entrepreneurial minded creative marketer with experience creating content that brings a brand's story to life. You'll start out accomplishing short-term goals and then be building out your marketing team to enable supporting functions that elevate our game.

Your primary responsibilities will be:

- Creating content such as website pages, email campaigns, presentations, news, blogs, editorials, interviews, videos, infographics, whitepapers, ad copy, etc.
- Managing the marketing budget and the team's content development and dissemination process
- Generating ideas for new campaigns that will build our brand and generate leads
- Analyzing content performance and identify areas for optimization
- Identifying and securing opportunities for brand exposure at events and coordinating the company's presence



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- Building and managing a marketing team that drive's business objectives and aides in the achievement of sales targets

The Director of Marketing must be a self starter and comfortable managing evolving day-to-day marketing activities, long-term strategic planning, and meeting deadlines. This role will require a solid understanding of our commercial offerings and applications, our customers' needs, competitive positioning, regulatory drivers, and our value proposition.

You'll have:

- Bachelor's degree in marketing, journalism, communications, or related field
- At least 5+ years relevant experience in the energy industry, preferably for B2B/SAAS company
- Experience leading a team of marketing professionals
- Experience managing a CRM system such as Hubspot or Salesforce.com
- Experience with WordPress website creation and management
- An understanding of SEO and Google Analytics
- Design experience with tools such as InDesign, Photoshop, and video editing software
- Excellent communication and writing skills
- A desire to grow professionally and make an impact on the global energy landscape

LineVision Inc is an EEO/Affirmative Action Employer and does not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity, national origin, protected veteran status, disability or any other legally protected status. For more information, visit www.LineVisionInc.com

To apply send a resume and cover letter to apply@linevisioninc.com.