



LineVision Inc.  
444 Somerville Ave  
Somerville, MA 02143 USA

## Position: Marketing Manager

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 Marketing Manager 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: Vice President of Product Management

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

Employment Type: Full Time

Market Sectors: Electric Utility & Midstream Pipeline

The Marketing Manager will be responsible for developing, executing, and refining the company's global marketing plan with the following high-level objectives:

1. Drive brand awareness & recognition
2. Increase engagement with prospective clients
3. Position LineVision and its leaders as industry thought leaders and educate the market on how our solutions solve existing gaps

The Marketing Manager must be comfortable with day-to-day marketing activities, long-term strategic planning, meeting deadlines, and addressing evolving needs. This role will require a deep understanding of our commercial offerings and applications, our customers' needs, competitors' offerings, market positioning, and our value proposition.



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## Core Responsibilities

- Develop and execute the company's marketing plan in support of sales initiatives
- Update and develop customer-facing digital content including management of the company website, social media, newsletters, email drip campaigns and webinars leveraging internal expertise and support or outsourced resources as needed
- Update and create new print/digital content including datasheets, infographics, case studies, and whitepapers with input from supporting functions
- Manage the relationship with vendors including designers, printers and LineVision's public relations firm, driving them to deliver exceptional work and providing hands-on support as needed
- Track and report metrics for individual campaigns and overall marketing activities across multiple platforms and extract critical insights for future campaign development and go-to-market strategies
- Coordinate marketing strategies and activities with channel partners and strategic partners to maximize coverage in the U.S. and worldwide
- Identify opportunities for exposure and coordinate the company's presence at relevant industry events including conferences, trade shows, and technical exhibitions
- Leverage the company's CRM system to maximize campaign effectiveness and generate sales leads

## Other Responsibilities

- Establish best practices for sharing relevant marketing information with the sales organization and soliciting input for content enhancements
- Provide other sales support as needed such as assistance with presentations
- Stay current on industry standards, regulatory requirements, relevant technologies, competitors, and industry dynamics

## Required Skills & Experience

- Proven experience developing and executing marketing plans and campaigns and measuring their success
- Experience with marketing automation and CRM tools (we're using Hubspot)
- Experience working with and managing outside agencies or freelancers
- Ability to think creatively and innovatively to promote the company's vision
- The ability to multi-task and manage competing priorities while meeting project deadlines
- Desire to work in a fast-paced, entrepreneurial environment
- Excellent written and verbal communication skills
- Previous experience in the energy and/or utility space preferred

## Qualifications

- Bachelor's degree in marketing, business, or related field
- No less than 3 years of marketing experience, preferably in the energy sector with international experience
- Competency with design tools such as Adobe Creative Cloud
- Proficiency utilizing G-Suite Productivity tools and Microsoft Office
- Fluent in English

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](http://www.LineVisionInc.com)

**To apply** send a resume and cover letter to [apply@linevisioninc.com](mailto:apply@linevisioninc.com).