



Marketing and Communications Associate Role Description

The Company Mission and Strategy

Ennuity Holdings, Inc. (“Ennuity”) empowers residential energy consumers to participate in the clean energy transition and to see their impact in the world and in their bottom line. Our mission is to empower individuals to drive the clean energy revolution - to commit, to invest, and to build a personal environmental legacy. Our vision is a world where people can replace their electricity bills with an investment in the electricity infrastructure that powers their lives, creating assets that contribute to climate health and financial wellbeing. As a first step in bringing our vision to life, we are setting up a competitive retail electricity provider in Texas (REP) to offer long term renewable energy subscriptions to climate enthusiasts. For further information on the company please visit our website:

www.ennuityholdings.com

The Opportunity

Ennuity Holdings seeks a proactive, organized and customer-centric Marketing and Communications Associate to be one of the first full-time employees at our startup, initially reporting directly to the CEO. The Associate will have a passion for building content around renewable energy and our products, and for getting to know everything there is to know about the customer.

This individual will engage deeply with consumers to understand their needs and frustrations and will craft messaging and marketing materials for Ennuity Holdings based on these opportunities. The Associate will also support overall marketing and sales activities at Ennuity Holdings. This includes improving and maintaining Ennuity’s digital marketing channels and online presence (website, social media, blog, youtube, etc.) along with supporting traditional marketing channels such as community events (e.g. farmers markets) and email distribution.

This opportunity will provide significant growth and development through hands-on job experience, mentorship from the female founder and advisory board, and training via online and in-person events.

Responsibilities

Initial responsibilities will include the following but expect that they will grow with the company. Further responsibilities will be decided based on Ennuity Holding’s needs and the Associate’s development goals.

- Understand prospective customers, what motivates them and how to reach them
- Lead customer research through qualitative methods (e.g. customer forum, interviews) and quantitative methods (e.g. surveys, data analysis)
- Translate research into actionable insights, and translate insights into marketing messaging and sales materials
- Maintain and improve Ennuity Holding’s content and online presence (website, Facebook, blog, Youtube)
- Support traditional marketing activities such as attending community events



- Own communications with people on Ennuity Holdings' listserv
- Facilitate project management for the overall brand development of the new consumer-facing company (e.g. logo, tagline, imagery)
- Promote Ennuity Holdings and build knowledge of the renewable energy and overall community solar industry by joining online and in-person events (as allowed)
- Assist with overall start-up operations as needed, e.g. updating materials for investors

Desired Skills and Experience

The ideal candidate will have 1-2 years of experience in marketing or communications or be a recent graduate from a degree program in a related field. Specifically, we are looking for a candidate with the following experience gained through internships, clubs, extracurriculars, or a full-time job.

- Experience and enthusiasm for start-ups and entrepreneurship
- Coursework or job experience in environmental sustainability and climate change
- Marketing expertise: terminology and principles, market sizing, qualitative and quantitative research skills, targeting, brand positioning, etc.
- Demonstrated writing skills, such as newsletters, blogs, etc.
- Bachelor's degree in related field required, e.g. marketing, communications, entrepreneurship, climate policy, environmental sciences, psychology
- Master's degree in related field optional

Required Attributes

- Curious and eager to get to know people and their motivations
- Analytical and able to understand and synthesize information to clear implications
- Enjoys talking to strangers, asking questions to understand their lifestyle and attitude, being a "human detective"
- Fantastic oral and written communication skills
- Enthusiastic about impacting climate change, eager to learn more about the renewable energy ecosystem
- Willingness to jump in and help with a wide range of activities
- Entrepreneurial ambition and mindset
- High standards of excellence and attention to detail
- Ability to structure own work and communicate milestones with rest of team

Location and Compensation

Ennuity Holdings, Inc. is based in Houston, Texas and is an inaugural member of Greentown Labs incubator in Houston. We will want you here to help build the company and contribute to the local ecosystem.

The target salary range will be \$40-50K with an equity component, depending on the candidate's experience and qualifications.