



## JOB DESCRIPTION

### **Company Summary:**

Clenergy ([www.clenergy.com](http://www.clenergy.com)) is a high-tech company which specializes in solar power station solutions (project business; development, investment and EPC) and ancillary products. Clenergy was founded in 2007. Headquartered in Xiamen, China, Clenergy has two factories in Xiamen and Tianjin. With its footprint across the world, Clenergy has grown to a passionate, globally renowned renewable energy company with six main offices overseas in Australia, Hongkong, Japan, Philippines, Thailand, Germany, Clenergy is an equal opportunity employer.

**Job Title:** International Marketing Manager, Global Business Manager

**Reports to:** VP International Sales and Marketing

**Location:** Melbourne, Australia

**Responsible for:** Australia, Japan, Asia Pacific, Europe 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 Australia, Japan, Asia Pacific, Europe and so on. Establish and promote the company's brand value through the industry marketing activities.

### **Primary 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.

**Position Requirements:**

- Master in Marketing, Business Management or related area, MBA is preferred;
- Over 5 years' experience in the global Solar PV/renewable energy marketing and business development area as senior management and main contributor.
- Familiar with relevant policy of PV industry and dynamic target market in the worldwide scope, with the experience and capability of independent strategic planning and execution for market;
- Familiar with the renewable law, pricing, markets and competitors situations in major countries such as Australia, Germany, Japan, Korea, and so on.
- Excellent professional written and verbal communication and interpersonal skills.
- Fluency in English and Mandarin, other languages will be advantages.
- Very responsible and organized with the ability to work across organizations effectively.
- Adaptable to international multi-cultural working environments and business travel.

**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.

**Notes:**

If this describes you and you want to work for a company that delivers quality products, innovation and exemplary service to its partners then please apply now at [hr@clenergy.com.cn](mailto:hr@clenergy.com.cn) by submitting cover letter and resume to us with subject ideal position you are applying for, thank you!