

## Senior Marketing Manager: Lifecycle & Rewards (Remote, U.S.)

OhmConnect is building a smart energy network to enable each home to unlock value from the grid. OhmConnect rewards customers for reducing energy consumption during peak demand. The gamified platform is a fun, innovative way to make people more conscious of their carbon footprint and its effects on the environment. OhmConnect enables hundreds of thousands of customers to be rewarded for timely, smarter, home energy use. We reward our users for saving energy when the grid is stressed and fossil-fuel emitting "peaker" plants are about to turn on to meet demand.

Do you want to help speed up our transition to clean energy? OhmConnect is looking for a leader with a strong work ethic, and intense drive to make the world a better place and tackle challenging problems. We are seeking a mission-driven, growth-oriented Senior Lifecycle Marketing Manager to help us grow our community of energy savers, improve the loyalty and value for each customer, and enable a clean energy economy.

### Role summary

We're looking for an experienced Senior Lifecycle Marketing Manager who is passionate about delivering a delightful customer experience. You will be responsible for managing the ongoing engagement and performance of users on the OhmConnect platform. You will be responsible for strategizing and managing the implementation of new incentives, communications and features to deliver high engagement with OhmConnect. You are constantly thinking about ways to increase the lifetime value of customers and understand behavioral economics and consumer motivations. You will manage our Rewards Marketplace for users and come up with strategies to help them interact with our product and reduce their energy consumption based on the grid needs.

You'll collaborate and project manage with a wide range of teams that include Marketing, Product, Development, and Design. You will also develop an omni-channel loyalty strategy and deploy marketing tactics that increase member retention and satisfaction. You will develop world-class activation and retention campaigns across channels. You have enthusiasm for OhmConnect's culture and be a passionate participant and evangelist for our customers. Choose to have a positive impact in everything we do. Practice radical candor through direct and open collaboration. Be a self starter and constant contributor. Always push to disrupt by using an adventurous mind.

### Key responsibilities include

- Lifecycle Optimization: Work with cross-functional teams to develop retention programs including customer incentives, messaging and creative design to optimize LTV. Identify and track most impactful events that drive attrition, and design trigger-based communications that reach each audience with the optimal message.
- Rewards: Manage the OhmConnect Rewards Marketplace. Evaluate, strategize, and execute offer merchandising, store operations, integration of partnerships, and ongoing prize drawings, in collaboration with the BD, Product, and Marketing teams.

- Consumer and Market Insights: Work closely with product and marketing teams to develop consumer audience and competitive landscape insights for the business, identify gaps and product opportunities, and craft compelling engagement strategies and campaigns with customers.
- Loyalty & Retention Strategy: Working with marketing and product leaders, develop strategies across channels to increase loyalty and maximize retention of existing users, while integrating product-specific goals.
- Advocacy Strategy: Encourage referrals and social engagement with our user base to drive additional word-of-mouth. Help create highly engaged core audiences to trial beta programs and be the face of OhmConnect in their communities.

### Desired traits

- Results oriented: Strong execution toolkit. Willingness to roll up sleeves and work independently to achieve goals, in an entrepreneurial environment. Thrive at an extremely fast pace and find creative ways to get things done.
- Strong consumer orientation: Understanding of the psychology of decision making/behavioral economics. End-to-end consumer research project management.
- High intellectual horsepower: Excellent communication skills, articulate and insightful.
- Creative thinking: Constantly look for new ideas, both inside and outside of the energy industry, and engage colleagues in effective brainstorming that's fun and leads to a consensus on what new offers, messages, and features to test.
- Meticulously organized: Ability to keep many details and workstreams organized, along with a long list of required tasks and due dates to drive successful execution.
- Strong interpersonal communication skills: Build relationships across all areas of the organization and clearly communicate acquisition, engagement, and retention goals to help motivate support from the required team members.
- Strong written communication skills: Effectively communicate internally with colleagues across all mediums (email, Slack, etc.), clearly build messaging framework and consumer value proposition, and ability to create marketing collateral.
- Strong analytical skills: Demonstrated ability to turn detailed data analysis into useful strategic insight in order to drive customer adoption and make appropriate recommendations to the business.

### Qualifications

- 5+ years of Consumer Marketing experience with demonstrated success of end-to-end implementation of lifecycle marketing campaigns with hands-on management of execution details.
- Experience working closely with cross-functional teams to define product marketing strategy, craft positioning, and define promotional activities. Specific focus on rewards is a plus.



- Passionate about developing and shipping cutting edge consumer products.
- Experience with email campaign management tools, and cross-channel marketing (SMS, Email, In-App, etc.). CRM, loyalty or retention marketing experience.
- Analytical thinking and reporting. Experience executing A/B testing of offers including pricing, promotions, messaging and creative design to optimize engagement and cross-sell/up-sell. Comfortable working in excel and using LTV as a key metric. Basic SQL is preferred.
- Hands-on experience with systems used by Customer Service to integrate and track engagement, retention, and the voice of the customer.
- Experience thriving in a fast-paced, entrepreneurial, start-up environment. Familiarity with working in a high-growth, technology company.
- Bachelor's Degree, MBA preferred.

### Why OhmConnect

Join our mission to fight climate change. OhmConnect is the first service that pays consumers to shift energy use. When environmentally damaging power plants are about to turn on, our users save energy through our innovative platform. We reward customers for their impact. Since it's cleaner, cheaper, and faster than turning on another power plant, the world wins too.

### Other information

- We have a virtual work environment. We require monthly in-person interactions in the Bay Area.
- Outstanding benefits package, stock options, and salary commensurate with experience.
- Equal Opportunity Employer who is committed to supporting equality and diversity in our offices.
- Value a good work-life balance. Other company perks include unlimited vacation, parental (both maternal and paternal) leave benefits.

### Contact

Please submit a resume and cover letter to [recruiting@ohmconnect.com](mailto:recruiting@ohmconnect.com)

#### EQUAL OPPORTUNITY EMPLOYER

Individuals seeking employment at OhmConnect are considered without regard to race, color, religious creed, sex, national origin, citizenship status, age, physical or mental disability, sexual orientation, marital, parental, veteran or military status, unfavorable military discharge, or any other status protected by applicable federal, state or local law