



Director of Marketing

Morningstar Corp is seeking a Director of Marketing to lead our established marketing team & collaborate with our Sales, Product Management, & Engineering teams to develop & implement strategies to strengthen our market presence. This position will join our senior management team and report directly to the President.

Responsibilities:

- Develop, implement, and measure strategic marketing initiatives in conjunction with Product Management and Sales.
- Oversee brand management in a global marketplace, including facilitating the launch and growth of new brands
- Facilitate and oversee marketing research, design, copywriting, and content strategy
- Oversee all advertising and promotional activities, including packaging design
- Oversee all digital marketing strategy including web, SEO/SEM, marketing database, email, social media and display advertising campaigns
- Oversee company presence at conferences, trade shows and special events
- Supervise the department and provide guidance and feedback to other marketing professionals.
- Oversee and evaluate market research and adjust marketing strategy to meet changing market and competitive conditions
- Work with Product Management to provide short and long-term market forecasts and reports
- Oversee Customer-Relations Programs with key customers
- Establish and maintain relationships with industry influencers and key strategic partners.
- Establish and maintain a consistent corporate image throughout all product lines, promotional materials, and events.

Required Skills:

- Bachelor's degree and/or MBA, Marketing
- 10+ years progressive Marketing management experience, with at least 2 years in a corporate management role
- Exceptional communication skills, both writing and speaking
- Experience in global branding utilizing all marketing tools including digital marketing & social media in small to mid-size markets
- Good people manager - experience with mentoring and advocating for your department. Skilled with providing substantive feedback

Preferred Skills

- Bachelor's degree in Engineering
- Experience in project management; PMP preferred
- Experience in solar industry
- Experience with Salesforce.com (CRM) for Sales Lead Mgmt

Morningstar Corp. is the world's leading supplier of solar charge controllers and inverters for the off-grid solar market. Our vision is to build a \$100 million business by designing, marketing & selling innovative products that provide reliable, clean power to all corners of the globe. Our small, entrepreneurial company allows our employees to contribute daily to company goals & projects. Our

focus is on the long-term; decisions are not made for short-term gains. Our business is global; our workforce is multicultural and we have a keen interest in learning from the global community. We strive to create an environment that allows employees to work at their full potential, free from bureaucratic red tape.

This position is in our Corporate Headquarters in Bucks County, PA. Morningstar Corp. offers a full benefits package including medical, dental, vision and LTD insurance as well as vacation, personal & sick time. Our medical plan includes a Health Savings Account, partially funded by Morningstar. We have a 401(k) retirement plan with Company Match as well as our Incentive Stock Option Plan and Employee Stock Purchase Plan. Salary is commensurate with experience. Submit your cover letter and resume to careers@morningstarcorp.com .