

Position Description

Position	Global Field Enablement Leader
Business Unit	Marketing
Region	Global
Reports to	VP, Global Marketing
Direct Reports	None

About Energy Exemplar

Energy Exemplar is the global market leader in the technology of optimization-based energy market simulation. Our software suite, headlined by PLEXOS and Aurora, is used across every region of the world for a wide range of applications, from short-term analysis to long-term planning studies.

Driven by the frenetic pace of advancements in computing technology and mathematical algorithms, our people continually think of novel approaches and more realistic simulations that enhance decision making, create market opportunities that benefit us all and enable utilities and regulatory authorities to become smarter, more energy efficient and profitable.

Energy Exemplar continues to 'push the envelope', being first-to-market with the latest advances in mathematical programming and energy market simulation theory, as it strives to offer the most comprehensive simulation software to its customer base. Development continues to be headquartered in Adelaide, South Australia, led by Glenn Drayton and backed by a team with expertise in software development, operations research, economics, mathematics, statistics, and electrical engineering.

Our Vision and Core Values

Our **Vision** at Energy Exemplar is to empower our customers to achieve their optimal futures and we make every effort to accomplish this by living and breathing our **Core Values**:

CUSTOMER SUCCESS

- Solve the problems that matter
- Deliver solutions that drive outcomes
- Customers' success drives our business success.

ONE GLOBAL TEAM

- A place where everyone can do their best work
- Passionate about making a positive impact
- Collaborate, communicate and act as one team

INTEGRITY & OWNERSHIP

- Take ownership and be accountable for outcomes
- Value spirited debate then align behind decisions
- Operate at the highest standards

INNOVATION EXCELLENCE

- Frontrunners – relentlessly pursuing innovation and excellence
- Foster idea generation at all levels
- Create the future by pushing the boundaries of today

About the Position

Do you possess a rich technical skill set coupled with the ability to explain benefits in a simple way? This unique position will provide you with the opportunity to work closely with product, sales and marketing organizations, aligning them closer than ever to accelerate Energy Exemplar's global success. In this role you will curate relevant, valuable and engaging content and deliver impactful and innovative experiences for our sellers. The output of your work will drive an increase in rep productivity & ramp time with easy-to-understand product information and high-level understanding of macro market factors.

Build content. Measure Impact. Transform our business.

Key Stakeholder Relationships

This position works closely and collaborately with all Energy Exemplar staff but in particular:

- SVP Sales: Americas, EMEA, APAC
- Regional Sales reps & SDR teams
- Regional Solutions Engineering leaders
- Head of Global Operations
- Head of Global Learning
- Global Product Marketing Manager
- VP, Global Marketing

Key Accountabilities and Duties

Key Accountability 1 – Content Creation

- Partner with Product & Marketing to distill technical functionality into sellable content
- Coordinate with the broader marketing team to strongly position the Energy Exemplar portfolio and extend its reach through sales and partner channels to drive top of funnel volume and improved velocity to opportunity
- Build a repeatable and scalable framework for compelling customer-facing content (presentations, 1-pagers, web content, videos)
- Own the GTM Activation BOM including the development of launch/release execution cadence

Key Accountability 2 – Content Activation

- Build and maintain enablement content material's repository to ensure content is up-to-date and relevant
- Coordinate, schedule and facilitate activation processes
- Offer ongoing support for new sales hires as needed through learning activities

Key Accountability 2 – Content Efficiency

- Create a feedback loop with field sales and marketing to ensure the content and programs continuously improve to meet and exceed the needs of the field

Candidate Requirements

Skills, Knowledge and Experience:

- Excellent oral and written communication skills

- Proven ability to communicate complex concepts and capabilities to broad audiences
- Familiarity with energy subject matter
- Demonstrated track record in crafting compelling positioning and marketing content for technical products
- A bias for action for developing awesome marketing assets (product videos, web content)
- A career path that demonstrates increasing levels of responsibility and a knack for driving and/or being associated with benchmark industry products/services
- A “doer” – produce at a rapid pace and keep up a steady pace with a sense of urgency

Qualifications:

- 5+ years of experience working in a product marketing or sales enablement role for a B2B SaaS company
- Frequently trained the field on product updates and new collateral
- Experience working with Marketing Automation platforms
- Proven track record of developing compelling enablement and sales collateral and programs collaboratively with other teams while managing multiple projects and key deadlines.
- Regularly conducted hands-on competitive product analysis
- Operated in a fast-paced environment where the scope of needs will always challenge the collective bandwidth of the team
- High attention to detail and strong ability to manage multiple, competing priorities