



Solar Marketing Manager

Job Description

A **Marketing Manager** is like the storyteller of the company. They take the **lead** on all things **branding**, **digital marketing**, **events**, and **networking**. Make sure the company's mission shines, connecting people to solar through clear messaging and strong community relationships. By growing **awareness** and **building trust**, a marketing manager helps more **families** and **businesses** see renewable energy as an inspiring, everyday choice.

Salary

WA Average

Entry — \$95,016

Middle — \$111,584

Top — \$145,242

Core Tasks

- **Leads** branding and digital marketing efforts, **ensuring** a consistent company presence and **creating** campaigns that connect communities to renewable energy.
- **Creates content** to promote and educate on the benefits of solar through **photography, videography, graphic design, web design** and more.
- **Builds** and **maintains** networks and partnerships to strengthen relationships and **support** the growth of solar adoption.

Workplace / Environment

- **Work hours**
Approx. 40+ hours/week
(At key milestones overtime work may be required to meet deadlines)
- **Environment**
Hybrid role with a mix of **focused desk work, CRM** and **digital marketing tasks**, and **collaborative meetings**.
- **Travel**
Visits customer sites and events, capturing media and **building connections** to showcase renewable energy solutions.

Education / Prerequisites

Education Level

Typically requires a BA/BS in Marketing and Communications.

Licensing

Typically not required for this role but is for the installers and sales

Pre-Job Preparation

Usually 3–7 years of experience in marketing, branding, and communications, with a focus on digital media, event coordination, and community engagement.

Experience

Soft Skills

- Leadership
- Communication
- Networking
- Problem-solving
- Creativity and innovation

Technical Skills

- Branding & marketing
- Event coordination
- Social media management
- Market analysis
- CRM & digital tools



Career Path: Manuel Larrain

About Me

Marketing Manager at
Northwest Electric and Solar

BA in Business Sustainability, Minor in Economics –
Western Washington University

High School Life

"Back in **high school**, I knew I wanted to do something in **business**, inspired by my dad being in business, but didn't really know what within that realm. Something I would tell myself, if I was in high school and wanted to get into clean energy is look at **certifications** or even opportunities to support a local **contractor** with a shop, delivering or doing some other side work. You could even get an **apprentice card** once you're 18. You're not necessarily required to go to **college** to work in this industry."

College Choices

"The moment in **college**, that really piqued my interest, or brought me down this path into **clean energy was an environmental science class**, a 101 class. Within my first quarter at Western Washington University, I took this environmental science class where I learned about the **tragedy of the commons**. I learned about the effects of **greenhouse gas pollution** and all the **effects** that's happening right now, and how it's going to be getting worse for us if we don't take **measures** now. That really piqued my interest, because everything we do nowadays has to do with electricity. I majored in business sustainability with a minor in economics. It was really fascinating to learn how the cost of electricity is factored between the different resources. After that, I actually didn't go straight into the workforce."

Into the Real World

"I worked for **Monster Energy**, a form of energy I suppose, but not the kind of energy that I'm working with right now. I did that for a little bit just so I could save up money to go abroad. I did a **working holiday visa in Australia** for about a year. I was a pearl farmer for eight months out in living out of Darwin, traveling through the Kimberleys, living on a boat. Once I returned, I applied to a job at three degrees to do **canvassing on behalf of Puget Sound Energy** in the South King County area. Once COVID hit, I was unable to continue that job, but fortunately, I already enrolled myself in a training for a certificate with the **North America board of Certified Energy practitioners, or NABCEP**. When I got that, I applied to **Northwest Electric and Solar** and was able to get hired right away. I started out as a **solar designer and assessor**, did a little bit of **sales and installation**, and then became a **marketer**, able to educate and get people excited about these services."

About My Job

"Bringing clean energy to life through creativity, content, and connection."

Pros

- "I get to touch on the **entire solar value chain**, or the **clean energy value chain**."
- "It's nice to be involved able to **implement our brand** and **what makes us special** at each touch point."
- "Part of **getting people interested** in and wanting to go solar or battery or EV charger, this to just **educate** them."
- "A lot of my job is just **educating**, providing content that helps people understand what they're getting into, the **benefits** and why **making that switch** is beneficial."

Cons

- "You spend a lot of **time at your desk** in front of a computer."
- "**Social media** ... it's **not my preferred place** to be, but you do end up a lot of having a lot of **time dedicated** on those platforms."
- "Being a **marketing manager** for a small business as a contractor, especially, you gotta be ready to **put on a lot of hats**, or be able to be involved at various levels."
- "Unless you can **stay organized**, **that could be a challenge**."

Fieldwork

- "I will go out to the field to **capture in progress work and final work**, or just interview our customers as well."
- "Those are one of my favorite days where I can actually go out, **take photos with my camera, with the drone and record**. Really Just try to bring these technologies and services to life by capturing media."
- "I am not getting out there as much as I'd like to over the last few years, just with how busy things are getting."

Office Work

- "Some days I'm in my **home office**, just really diving into either **content work** or looking at **reporting and data**."
- "Most of my time is in front of a desk, just working with our **CRMs**, with **our different social media platforms**, and also our **website management** software as well."
- "Other days are full of meetings in the office, **collaborating with the different departments**."
- "I really appreciate the **flexibility** and the **trust** that my boss has in me to **manage my time**, whether it's at the **office or at home** to get the work done."

Skills

- "Managing social media, website updates, and digital content has strengthened my **organizational** and **multitasking skills**."
- "Collaborating with different departments has helped improve my **communication and teamwork**."
- "Creating content to educate customers has enhanced my **ability to explain complex concepts** clearly."
- "Handling multiple aspects of marketing campaigns has helped me **adapt quickly and stay flexible** in a hybrid work environment."

Education/Experience

- "Going to Western Washington University, I majored in **business sustainability** with a **minor in economics**."
- "I didn't go straight into the workforce, I was actually **working for Monster Energy**."
- "Then I did a working holiday visa in Australia as a pearl farmer."
- "I did **canvassing on clean energy initiatives** for Puget Sound Energy."
- "I enrolled myself in a training for a certificate with the **North America board of Certified Energy practitioners, or NABCEP**."

The Future of the **Solar Industry**

"Educating and empowering others
is at the heart of my work."

"The future of this industry, I see it going **more local**, especially **statewide**. Legislatively, the incentives that we'll be seeing are going to be **driven through grassroots** means within these communities. We've learned a lot with over 20 years in this industry in Washington and the US, **local solar does it best**. You want someone who's your neighbor, who's going to be living with you, or knows where they are for these services, because solar is warranted for 25 years minimum and still produces over 30–40 years. **Local adoption will be much more beneficial and give back to the community**."

I also see a lot of **electrical trades** needed. **AI will replace the digital space, but people will still be needed on roofs installing solar or wiring panels in homes**. New technologies will improve infrastructure, clean air and water, and make things cheaper once adoption rates increase. Washington's Clean Energy Transformation Act sets **goals for renewable energy portfolios, and we'll need a lot more people to support those goals**. There are many opportunities from electric vehicle technologies to higher-efficiency solar panels and fuel cell's and different manufacturers do things differently. There will be **opportunities to find your niche** and **help achieve clean energy goals**."

About Sustainability Ambassadors

We are here to **RAPIDLY ADVANCE A SUSTAINABLE FUTURE**. Empowering **YOUTH** to catalyze community sustainability, **TEACHERS** to integrate rigor with relevance for real-world impact, **COMMUNITY** to drive collective impact.

We support a year-round training program for over 60 highly motivated middle and high school youth, a Teacher Fellows Program, City-County CAP internships, and college-level interns, and work with hundreds of educators to design new models of problem-based, place-based learning around **a shared vision of educating for sustainability**.

Your Green Jobs Future

Ready to explore your future in green jobs? Use [Map your Career](#) to map your trajectory!

Find career opportunities near you now! Use [Career Connect - Washington's](#) tool to find programs to build your career skills.

Interested in a future in solar? Take a look at the [Solar Jobs Census](#) to track solar job growth nationwide.

Explore [RVC's opportunities](#) to work with organizations led by communities of color.

Dive into the [Center of Excellence for Clean Energy's](#) robust career tools in the sustainable energy sector.

Grow your professional sustainability skillset with the [Seattle Youth Good Program](#).

See Seattle's [Clean Energy Resources Map](#) to examine what the city is planning for a greener energy future.

Check out the [U.S. Green Building Council](#) to explore the sector's current opportunities. :

Funder Acknowledgement



King County

Department of Natural Resources and Parks
Wastewater Treatment Division

