



Job Description

Job Title

Director of Marketing

Location

Based in greater Boston, MA

Travel

Up to 25% in North America

Company Overview

XL Hybrids is an exciting, high-growth vehicle electrification technology company founded by MIT alumni. We have developed cutting-edge technology to reduce fuel consumption and to generate a compelling return on investment for fleet customers. We are an ambitious and small, but rapidly growing team with a state-of-the-art engineering facility based in Boston. We are looking for high-energy, creative, and ambitious people to join our team. Candidates must be able to work full time in the greater Boston area.

We offer a competitive salary, meaningful stock ownership, 401K, health benefits, a fun work environment and the opportunity to enter a high-growth startup company. We are recruiting candidates who have demonstrated leadership and excellence throughout their careers and are excited by the prospect of tackling sales in a new market within a large industry.

Position Description

Are you a marketing leader with a track record of being creative and tactical, experienced and experimental, and savvy and data driven, all while being an energetic communicator with strong writing skills? If so, join a dynamic team that's blazing a trail within the global megatrend of vehicle electrification!

XL Hybrids has an immediate opening for a Director of Marketing based in Boston, MA with at least five (5) years of entrepreneurial, business-to-business marketing experience. The Director of Marketing will lead XL's efforts for public relations, social media, communications, brand awareness building, and industry event participation in the North American commercial fleet industry to increase customer interest and sales opportunities for XL Hybrids.

Key Responsibilities

- Be a player-coach while leading XL Hybrids' marketing efforts.
- Work with XL' management and Marketing Manager to ensure a clearly-defined marketing strategy is pursued and followed.
- Become an expert in XL's operations, technologies and products to succeed in the role.
- Expand XL's lead generating activities, including webinars, marketing emails, social media platforms, website enhancements.
- Contribute significantly to the writing and editing of content for press releases, marketing emails, webinars, and the XL Insights blog.

- Attend industry conferences and networking events to build relationships with relevant industry professionals.
- Participate in panel/plenary events at industry events. Assist in conducting customer “ride and drive” vehicle demonstrations at customer sites, partner sites and trade events.
- Bring state-of-the-art strategies for maximizing B2B social media initiatives.
- Lead continuous enhancements to our website, webinars and video content.
- Work with Marketing Manager to plan and execute on XL’s presence at industry trade events.
- Use reporting tools to track performance metrics for XL’s website traffic, Whois tracking, social media platforms, PR hits, etc.
- Oversee the consistent updating and enhancing of XL’s customer databases in Salesforce.
- Set and manage XL’s annual marketing budget.
- Supervise our marketing team, including hiring, training, workloads, schedules and deadlines, as well as manage XL’s third party public relations firm.
- Ideate, pitch and develop co-marketing initiatives with XL industry partners, such as OEM’s and fleet management companies.

Qualifications/Skills/Education

- Must be a self-starter, a good listener, comfortable interfacing with senior level leadership, willing to take risks to test ideas, and work well with a team of sales and marketing managers in a rapidly growing business.
- Strong writing skills.
- A passion for automotive is a plus.
- Excellent attention to detail.
- Proven capability to manage agency providers, consultants, freelancers and other suppliers, including contract negotiation and management.
- Confidence and persuasiveness in group networking, public speaking and presenting situations.
- Strong ability to use Microsoft Office – especially Excel spreadsheets.
- Understanding of return on investment (ROI) and total cost of ownership (TCO) analyses.
- Experience with Salesforce.
- Bachelor’s degree required. Master’s degree a plus.

Contact

Please send your resume to careers ‘at’ xlhybrids.com with “Director of Marketing” in the subject heading.
