



Are you our next
Colleague in the
Baseload Capital
Marketing Team?

APPLY TODAY

Baseload Capital works globally to unlock the world's largest renewable energy source. Are you our marketing spearhead in the U.S.?

As Regional Marketing Director for the Americas, you will not only strategically manage and enhance the Baseload Capital brand throughout the region but also demonstrate our company's commitment to shaping the trajectory of the geothermal industry.

In alignment with Baseload's Chief Marketing Officer, Country Managers, and other stakeholders, you will:

- Drive the work to define what the future of geothermal project development looks like and the steps to get there. Strategically manage and enhance the organization's brand across a variety of marketing mediums while advocating for the entire industry, including policy, and lobbying efforts.
- Secure local funding through soft financing sources, establish regional partnerships and align with global funding initiatives.
- Develop and implement efficient lead generation strategies tailored to regional markets.
- Oversee public relations activities to maintain a positive industry image, including media relations, crisis communication, and stakeholder engagement.
- Coordinate impactful events to showcase expertise and engage stakeholders, alongside managing digital platforms for optimized lead generation and decision-making.

As part of the Baseload Power Marketing team, you will also contribute to:

- Improving our ways of working
- Shaping our long-term market view

As part of the Baseload Capital team, you will contribute to our long-term goal of becoming the #1 geothermal platform globally!

We believe that you have:

- Five years of experience in marketing with a focus on brand strengthening and lead generation in matrix organizations.
- Expertise in energy or geothermal project development to increase brand visibility and create new business opportunities.
- The ability to collaborate effectively across different stakeholder levels and achieve measurable results and project success on a regional level.
- Competence in PR, event planning, digital marketing, and market analysis to drive growth and success in competitive markets.
- Extensive knowledge of policy and regulations combined with strong communication and lobbying skills.
- A burning passion to make a difference – your own personal superpower!

All employees are expected to live by and contribute to Baseload's official values:

- **Resilience** – A personal ability to bounce back when discouraged, learn from your mistakes, and collaborate with others in order to overcome any hurdle.
- **Innovative** – An openness to new ideas for improving the way we work and how we build our business and power plants.
- **Visionary pioneering** – Ability to recognize and seize opportunities, and not let the risk get in the way of doing what is right or inspiring others to achieve desired results together.

Reports to: Chief Operating Officer

Location: Flexible but includes frequent travels

Employment form: Full time

