

NEW HIRES IN ENERGY SOFTWARE FIRMS

A Rockwood Report



NewHire Report No. 2-Marketing Roles

The across-the-board growth in marketing jobs is the sum of a number of changes. Not only is there a raw growth in basic marketing jobs but the addition of specialized roles as well.

From our review of some specialized publications on the web, here's a survey of the possible types of marketing jobs, all of which were found in our survey.

Table I Core Marketing Roles in Energy Software

- **Product Marketing Manager**
Focuses on positioning, messaging, and go-to-market strategies for software products. Often works closely with sales and product teams to refine buyer personas and competitive insights.
- **Digital Marketing Specialist / Strategist**
Manages SEO, SEM, paid media, and analytics. These roles are increasingly remote and emphasize campaign performance and lead generation.
- **Marketing Operations Manager**
Owns the tech stack (e.g., HubSpot, Salesforce, Marketo), reporting, and process optimization. Ideal for someone who loves automation and attribution modeling.
- **Content Marketing Manager**
Crafts thought leadership, case studies, and blog content tailored to energy buyers—especially utilities, developers, and sustainability teams.
- **Demand Generation Manager**
Drives pipeline through webinars, email campaigns, and ABM strategies. Often paired with SDR teams and sales enablement.
- **Brand or Communications Manager**
Shapes the company's voice across channels, including PR, social media, and internal messaging. Some roles also include ESG storytelling.

Specialized & Emerging Roles

- **Growth Marketing Manager**
Combines experimentation, funnel optimization, and performance marketing—especially relevant for SaaS platforms targeting energy procurement or DER management.
- **Partner Marketing Manager**
Supports channel sales and strategic alliances. Common in companies with reseller networks or integrations with platforms like EnergyHub or Aurora Solar.

- **Marketing Analyst / Insights Lead**

Uses data to refine segmentation, campaign performance, and buyer behavior. SQL or BI tool experience is often a plus.

- **Event Marketing Manager**

Organizes trade shows, webinars, and industry summits. Especially relevant for companies targeting utilities or enterprise buyers.

This is a list of titles found in our survey. Some are just slightly different than others, but the entries reflect the general case of new types of roles being added. We've added a segment title to aid in the presentation.

Table II

No	Segment	Title
1	General	Associate, Market Analytics
2	General	Chief Customer Officer
3	General	Chief Marketing Officer
4	General	Demand Generation Manager
5	General	Director of Demand Generation
6	General	Director of Marketing, North America
7	General	Director, Program Management
8	General	Engagement and Content Marketing Strategy Lead
9	General	Growth
10	General	Head of Customer Experience & Partnerships
11	General	Head of Demand and Growth
12	General	Head of Global Public Sector

13	General	Head of Growth
14	General	Manager Total Rewards
15	General	Senior Manager, Content Marketing
16	General	Senior Marketing Manager
17	General	Technical Program Manager
18	General	Vice President Market Development - North America
19	General	VP of Marketing
20	Operations	Capture Team Lead
21	Operations	Customer Delivery Manager
22	Operations	Director, Service Delivery
23	Operations	Growth & Sales Operations Associate
24	Operations	Head of Marketing Operations and Strategy
25	Operations	Marketing Events Coordinator
26	Operations	Marketing Events Specialist
27	Operations	Senior Integrated Campaign Manager
28	Operations	Strategy & Business Operations
29	Partnership	Data Partnerships Manager
30	Partnership	Developer Engagement
31	Partnership	Partnership Success Specialist

32	Partnership	SVP, Strategic Partnerships
33	Strategy	Associate Director, Data Strategy & Solutions
34	Strategy	New Markets & Strategy
35	Strategy	Senior Associate, Corporate Strategy
36	Strategy	Vice President, Strategy & Performance
37	Success	Customer Success Associate
38	Success	Customer Success Director
39	Success	Customer Success Manager
40	Success	Customer Success Manager, Energy Efficiency
41	Success	Head of Global Customer Success
42	Success	Senior Customer Success Manager AI-Powered Clean Energy SaaS

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Further Investigations

If you want a deeper dive on Table I, here are some sources:

Table III Sources

Source	Key Insights
Interview Guy – Energy Marketing Manager Job	Details core responsibilities like strategic planning, market analysis, and campaign execution in energy marketing roles.

Source	Key Insights
Description	
Built In – Energy Marketing Jobs	Lists real-world job postings from companies like Enverus, Uplight, and EnergyHub, showcasing roles such as Product Marketing Specialist, Digital Brand Manager, and Marketing Operations Specialist.
WinSavvy – Navigating Energy Marketing Jobs	Explores the skill sets needed in energy marketing, including data fluency, regulatory awareness, and branding expertise. Also highlights emerging trends like sustainability messaging and digital transformation.

These sources reflect how energy software companies are blending traditional B2B marketing with highly technical, data-driven, and segment-specific approaches.

I'd like to hear from you as to the value of the information. Or, if you simply have questions.

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