



Director of Marketing & Communications

Weather Source seeks an experienced Director of Marketing & Communications to continue building upon its dynamic branding, content/product marketing, and go-to market strategies. This is an excellent opportunity for an accomplished MARCOM professional to make a significant impact at a fast-growing company.

We Are

Weather Source was founded to help clients leverage weather and climate technologies for business intelligence. In 2015, we began development of our patent-pending OnPoint Platform and in 2017 we released the first versions of our OnPoint data products. Since then, we have provided weather and climate insights to the majority of Fortune-ranked companies. Weather Source's mission is to make hyper-local weather and climate data accessible around the globe and across industries. Our passion is working with companies to leverage weather and climate data to reduce waste, increase ROI, fine-tune logistics, optimize marketing, and improve resource planning.

You Are

- An experienced MARCOM professional with a passion for content marketing and a strong interest in data and analytics.
- Ready to make meaningful contributions to Weather Source's energetic and successful sales and marketing teams.
- Skilled at condensing technical information into content that is easy for diverse stakeholders to digest.
- Sincerely interested in working at a startup and scaling with the company.
- Familiar with weather and climate technologies and/or interested in working within this domain.
- Willing to work as part of a collaborative team in a fast-paced environment.

Core Responsibilities

- Lead an integrated, multi-channel marketing communications department that drives the growth of Weather Source through the use of compelling B2B storytelling.
- Maintain a marketing roadmap that will generate company and product awareness, leads, and user engagement by executing creative, effective campaigns.
- Create or direct all content marketing, to include website text, blog posts, fact sheets, case studies, white papers, presentations, videos, and more.
- Tie data to sales, working with the sales team to develop a workflow process for the prioritization, creation, and approval of new marketing collateral, including methods for tracking KPIs and conversions.
- Research, implement, and stay abreast of digital marketing tools and techniques including SEO and paid online advertising.
- Maintain editorial calendar(s) for blogging, social media, and future outreach channels such as e-newsletters.



- Oversee and advance social media messaging, language, timing, and appropriateness of content as it relates to company position and brand.
- Maintain company style guide to ensure consistent branding across all external-facing text and graphics.
- Serve as the primary point of contact for media relations, to include the writing and distribution of press releases, pitching stories to the media, and fielding media inquiries.
- Manage external agencies for services such as graphic design, website development, photography, videography, etc.
- Prioritize and balance MARCOM budget.
- Counsel colleagues on how to effectively identify and share topics for content marketing as well as on how to engage professionally on social media.
- Seek out opportunities to position C-suite as industry thought leaders through op-eds, public speaking, webinars, media interviews, etc.
- Travel occasionally (post-pandemic) to provide MARCOM support at conferences and trade shows in addition to identifying new venues at which to potentially attend, exhibit, or sponsor.
- Develop an internal communications plan, which will become increasingly important as the company grows.
- Maintain company profiles on popular career websites to promote a strong image as a potential employer.
- Hire, mentor, and manage additional department team members and/or interns as company needs require.

Core Qualifications

- BA/MA in Marketing, Communications, Journalism, Business, or a related field.
- 5+ years of professional marketing communications experience, preferably at a B2B technology company.
- Strong knowledge of marketing and communications best practices.
- Ability to provide a portfolio or samples that showcase writing and other relevant work.

Location

This position can be remote or based out of our Salem, N.H., headquarters.

Please submit your resume along with a cover letter that includes salary requirements to careers@weathersource.com.

Weather Source is an equal opportunity/affirmative action employer that evaluates qualified applicants without regard to age, ancestry, color, religious creed, disability, marital status, medical condition, genetic information, military or veteran status, national origin, race, sex, gender, gender identity, gender expression, sexual orientation, or any other protected factor.