

## Marketing & Communications Assistant

Are you looking for a meaningful career that makes a difference in the world?

Then consider joining LYS Energy (LYS) team where you will do just that. We want to attract the industries' best and brightest talents to help us achieve our vision to be a vector of the energy transition by re-inventing the energy industry towards a customer-centric prosumer era, in a sustainable way for the benefits of the entire ecosystem and in all verticals we service.

We are currently seeking a zealous Marketing & Communications Assistant with renewable energy/energy experience to help sustain the growth of LYS as an active player within the organization to facilitate and prepare timely Marketing and Communications results.

You will get the support of other members of LYS Energy to complete the deliverables and engage as a team with the various stakeholders. You will be asked to focus your activities on Singapore and the nearby countries of which the company operates.

### Essential Functions

#### Brand Marketing

- Support MarCom Manager in brand marketing architecture including infographics
- Assist the design and maintenance of marketing collaterals (company's brochures, thought leadership materials, commercial and investors presentations, and similar documents...)
- Help in the execution of annual marketing plans and creative promotional/corporate campaign

#### Brand Management

- Coordinate in all Marketing operations and initiatives to accelerate the business *momentum* with stakeholders within the clean energy eco-system:
  - *Digital Marketing:*
    - Support online marketing campaigns
    - Pro-active website and social media management (update and maintain with content publications/news, website monitoring, SEO, site referencing, ad-paid service...)
  - *Traditional Marketing:* coordinate offline marketing campaign and publications (press releases, article, advertising, advertorial...)

- *Marketing Operations:*
  - Participate in commercial and corporate events, PR, and networking (conferences, exhibitions, presentations...)
  - Assist in events and PR management: A to Z preparation and organisation (conferences, seminars, workshop, webinar, exhibitions, site visits...)
  - Assist in Webinars preparation and organisation

#### Marketing Intelligence

- Coordinate with Managers on market analysis activities to understand industries trends/dynamics, and research projects (behavioural studies)
- Assist in identifying marketing trends and key opportunities for innovation.
- Conduct and analyse clients rating/feedback forms reports and questionnaires
- Help in monitoring and maintaining knowledge management tools & databases

#### Communication

- Work closely with Managers in content development (case study, industry spotlight, storytelling...)
- Liaise with external stakeholders (Media, PR, Communications agencies, government agencies, chambers, associations, partners...)
- Update and maintain internal communications

#### Business Development & Sales Support and CRM

- Assist to organise, host presentations and customer/partners visits
- Work closely (but not limited to) with the BD & Sales in CRM
- Lead Generation Management

#### General Control MarCom duties

- Provide administrative support to the marketing
- Record, compile, monitor and distribute financial/statistical information (budget spreadsheets)
- Prepare, format, and edit a range of documents
- Liaise with general office duties
- Participate in *ad-hoc* and regular meetings and liaison with the team and management
- Participate in staff marketing induction

### Job Requirements/ Qualifications

- BSc in Marketing, Business, Communications, or relevant field is a strong advantage with minimum 1 year of equivalent work experience in sustainability
- Excellent knowledge of MS Office especially MS Excel, PowerPoint and Word, marketing computer software such as Adobe Illustrator and Photoshop, and online applications (CRM tools, online analytics, Google Adwords etc.)
- Well-versed in but not limited to LinkedIn and website management
- CRMs, digital marketing tools, analytics
- Experience in team coordination and wholistic support function
- Knowledge of the Renewable Energy and Solar industry will be a key advantage
- Numerical and IT skills is a plus

## **Ideal Personal Characteristics**

- A self-starter who can plan, organise, and take initiative to meet job objectives and deadlines independently
- Can-do attitude, driven and passionate about work
- Proven experience as a marketing assistant
- Good understanding of renewable energy/energy industry
- Good practice of office management and marketing principles
- Good knowledge of market research techniques and databases
- Strong verbal and written communication skills in English
- Excellent team player who works well across departments
- Ability to multi-task, adaptable and resilient
- Flexible approach to working and excellent organisational skills
- Persistent and goal oriented. Hard and fast worker.
- Commercial awareness
- Creative flair and able to bring fresh ideas
- Bilingual English-Chinese, Thai or Vietnamese is a strong advantage

## **About LYS Energy Solutions:**

LYS Energy is a Singapore-based Independent Power Producer (IPP). We develop, finance, install and operate Solar Systems for Commercial, Industrial and Public sites throughout Southeast Asia and help organizations go green smoothly without risks whilst providing more independence and predictable utility costs.

At LYS Energy, we believe that moving towards a more sustainable energy mix using Solar production systems can greatly contribute to the transition of Southeast Asia to a low-carbon future.

We also believe that supporting this move towards green, efficient, and smart distributed energy systems can make perfect economic sense and deliver rapid tangible value to our customers.

## **How to apply:**

Send resume + cover letter to [contact@lysenergy.com](mailto:contact@lysenergy.com)