

OPT

OCEAN POWER TECHNOLOGIES

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Job Description

Job Title

Director of Communications & Marketing

About Ocean Power Technologies:

Headquartered in Monroe Township, New Jersey, Ocean Power Technologies aspires to transform the world through durable, innovative and cost-effective ocean energy solutions. Its PowerBuoy® and subsea battery solution product lines, along with its innovation and support services provide clean and reliable electric power and real-time data communications for remote offshore and subsea applications in markets such as oil and gas, defense and security, science and research, and communications. To learn more, visit www.oceanpowertechnologies.com.

The Role:

The Director of Communications and Marketing will drive marketing strategy and world-class execution of all company communications, public and investor relations, digital and social media presence, through a variety of associated marketing activities designed to increase OPT's digital and PR presence. The individual will own the internal and external communications function for OPT and will personally lead these communications activities for the company. This individual will also lead a team of internal and external marketing professionals and will collaborate with the executive team in the development of communications policies and strategies (traditional, digital, and social) for a publicly traded company.

Other Responsibilities:

- Develop, implement and maintain overall company communications strategy inclusive of public relations, marketing, brand management, investor relations and internal communications channels in order to develop and drive a consistent OPT brand both internally and externally;
- Write press release communications and drive the external communication drumbeat, including traditional and social media that encompasses but not limited to customer and product updates, partnerships, quarter earnings releases, industry and trade show events, presentations to analysts, brokers and investors;
- Assist in creating consistent and appealing customer proposal and industry presentation development, investor relations presentation, company fact sheet, product spec sheets;

- Oversee the development, implementation, and dissemination of all marketing and promotional materials;
- Collaborate in the development of market specifications for new product development;
- Develop recommendations to shape marketing objectives through data driven insights such as competitive analysis and market research activities;
- Oversee event strategy and budgets, including conference and trade-show planning and management.
- Works closely with investor relations firm to organize roadshows, conferences, investor presentation and fact sheet updates, conference calls, and investor meetings.

Qualifications

- 10+ years marketing experience, preferably business-to-business
- Bachelor's degree in a related field (marketing, corporate communications, business, finance, or related field);
- Excellent written communication skills and relationship building skills are a must.
- Prior publicly traded company experience in journalism, marketing communications or related field preferred (in the banking, oil & gas, energy, technology, or manufacturing industries);
- Previous marketing and/or communications leadership experience, leading internal and external teams;
- Project budget management experience;
- Ability to analyze data and trends to drive program improvement;
- Ability to work in fast-paced, changing, ever-evolving, high-visibility environment with firm deadlines;
- Experience with technical solutions highly desired;
- Ability to periodically travel to events both in the U.S. and internationally;

Location

- Position is based at OPT Headquarters in Monroe Township, New Jersey.