



Position Title	Marketing and Communications Specialist
Location	Flexible: Burnaby, BC preferred
Reports to	Vice President, Sales & Marketing

Summary

Greenlane Renewables Inc., headquartered in metro Vancouver, Canada, is a pioneer in the rapidly growing renewable natural gas (“RNG”) industry. As a leading global provider of biogas upgrading systems, we are helping to clean up two of the largest and most difficult-to-decarbonize sectors of the global energy system: the natural gas grid and the commercial transportation sector. Our systems produce clean, low-carbon and carbon-negative renewable natural gas (RNG) from organic waste sources including landfills, wastewater treatment plants, dairy farms, and food waste. Greenlane is the only biogas upgrading company offering the three main technologies: water wash, pressure swing adsorption and membrane separation and has over 35 years industry experience, patented proprietary technology, over 100 biogas desulfurization units shipped, and over 135 biogas upgrading systems sold into 19 countries, including many of the largest RNG production facilities in the world. Greenlane is a publicly-traded company on the Toronto Stock Exchange (TSX: GRN).

We are looking for an energetic and creative Marketing and Communications Specialist who will work across a fast-paced and flexible global team and play a critical role in aligning Greenlane’s marketing direction with the company’s strategic goals. This position is responsible for the development and execution of all marketing and communications activities for the company, including brand management and brand activation as well as the creation of compelling messaging that will reach our diverse set of customers, partners and other stakeholders around the world.

If your ingenuity and creativity keeps you up at night, you are equally proficient with day-to-day marketing activities as you are with long-term strategy setting, and you are passionate about operating in a dynamic and rapidly evolving sector of the global renewable energy industry that is working to bring climate change solutions, then this may be the role for you!

Duties & Responsibilities:

- Develop, formulate and implement impactful marketing and communications strategies that will reach to be defined target audiences and achieve specific objectives across different channels and segments.
- Analyze and understand Customer Journeys in various regional markets and channels and identify the most suitable Marketing & Communications touchpoints globally.
- Establish project plans and budgets for, and lead the execution of, marketing programs from start to finish, leveraging internal support and collaboration with outside consultants and agencies, ensuring alignment of messaging in all channels with Greenlane’s brand identity.
- Conceptualize and manage the look, feel and tone of Greenlane’s print, digital and video brand assets ensuring compelling content and timely updates.
- Make use analytics reporting across multiple platforms to extract key insights for campaign development and go-to-market strategies, complete with formal proposals and recommendations on approach.
- Proactively manage Greenlane’s social media strategy and content, striving to bring thought leadership and highlighting the value proposition and positive global environmental impact of the company’s products and services.
- Coordinate Greenlane’s participation in events and speaking engagements globally and provide sales support.



- Build strategic relationships with other stakeholders in the area of renewable energy and the RNG industry specifically.
- Analyze customer feedback and market trends to inform outreach strategies, increase customer conversions, and generate more qualified leads.
- Launch the marketing strategy to employees to showcase Greenlane from an employee engagement standpoint and support the HR team in the onboarding process of new employees with appropriate employee branding activities.
- Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing strategies, programs, and budgets.

Education & Experience:

- Post-secondary degree, preferably in Marketing, Communication, or Business is considered an asset.
- A minimum of 7-10 years of experience and proven success in developing, implementing and executing strategic marketing plans and campaigns in a global, tech-orientated B2B environment.
- Understanding of the importance of Sustainability and important drivers of it such as UN sustainability development goals.
- Track record of effective use of traditional and emerging marketing channels.
- Excellent written and verbal communication skills.
- Ability to think creatively and innovatively.
- Project management skills with proficiency in working with internal resources and outside consultants to deliver initiatives on-time and on-budget.
- Sensitivity to and understanding of various market situations in different geographic regions.
- Familiarity with the latest trends, technologies and methodologies in graphic and web design, CMS systems and digital analytics.
- Ability to confidently interact with both internal and external stakeholders and contacts.

How to Apply:

We are an equal opportunity employer and invite applications from all qualified individuals. To be considered for this role please apply through the Greenlane Renewables page on LinkedIn and attached your resume. While we thank all interested candidates only those who are short-listed will be contacted.