

Marketing & Business Development Coordinator

SunPeak, a commercial solar provider based in Madison, is seeking a creative, organized, and proactive Marketing & Business Development Coordinator to support the company's marketing initiatives, brand presence, and business development efforts.

This role is ideal for someone who enjoys both creative work and hands-on coordination. The right candidate is an excellent writer, has a strong eye for design and communication, enjoys learning new skills, and is willing to jump in wherever needed to support the team.

This position reports directly to the Marketing Manager and works closely with business development, project development, leadership, and other internal teams to help strengthen the SunPeak brand, support lead generation efforts, and contribute to company-wide initiatives.

At SunPeak, we pride ourselves on having a collaborative, knowledgeable, and team-oriented culture. This position offers the opportunity to gain broad, hands-on experience across many aspects of marketing, communications, and business development while working alongside an experienced and supportive team in the growing renewable energy industry.

Duties and Responsibilities

Marketing and Content Development

- Assist with the planning, creation, and scheduling of social media content across SunPeak channels
- Write and edit marketing content for digital and print platforms including blogs, emails, website content, case studies, brochures, presentations, and social media posts
- Help maintain and update content on the SunPeak website
- Support the creation of customer success stories, project spotlights, and company announcements
- Assist with photography, video coordination, and light video editing for marketing campaigns and social media
- Help maintain SunPeak brand standards across all customer-facing materials
- Coordinate the development and organization of marketing assets and resource libraries

Business Development and Team Support

- Assist with marketing campaigns, direct mail initiatives, customer outreach efforts, and event preparation

- Research prospective customers and support lead generation activities using CRM and business intelligence tools
- Help organize trade shows, customer events, staff gatherings, and company-sponsored activities
- Coordinate logistics for internal meetings, lunches, and special events
- Assist with vendor coordination and general office support tasks as needed
- Support the broader team with special projects and day-to-day operational needs

Qualifications

- Bachelor's degree in Marketing, Communications, or related field preferred
- 1–3 years of experience in marketing, communications, content creation, or related fields preferred. Relevant internships, freelance work, campus leadership, or portfolio-based experience will also be considered.
- Excellent writing, proofreading, and verbal communication skills
- Strong organizational skills and attention to detail
- Comfortable managing multiple projects
- Familiarity with social media platforms and content creation tools
- Experience with graphic design, video editing, Canva, Adobe Creative Suite, or similar tools is a plus
- Experience with CRM platforms or email marketing tools is a plus
- Interest in renewable energy and sustainability is preferred, but willingness to learn is equally important

Ideal Candidate

- A self-starter who takes initiative and follows through
- Someone who is creative but also highly dependable and organized
- A team player with a positive attitude and “roll-up-your-sleeves” mentality
- A strong communicator who enjoys collaborating with others
- Someone who is excited to grow professionally and contribute in a variety of ways

Compensation and Benefits

This is a full-time position. SunPeak provides a competitive compensation package including health insurance, life/disability insurance, dental, vision, paid time off, and 401K. Additional individual and/or team bonuses may also be available based on individual merit and/or overall company success.

More about SunPeak

SunPeak is a commercial solar provider headquartered in Madison, Wisconsin. We have the capability to design, engineer, install, commission, maintain and finance solar systems for businesses across the Midwest that will provide decades of emission-free electricity from the sun.

Our company is built on a strong work ethic and has a team-oriented culture focused on integrity, quality, and creating great long-term experiences for our customers. In addition to providing a friendly and professional workplace, SunPeak fosters a culture of collaboration and process excellence.

Solar energy is one of the fastest-growing industries in the nation with limitless potential in the future. We believe that clean energy can and should be available to everyone. If you desire to join a team of dedicated individuals and have a positive impact on our environment, you may be an excellent fit for our team.

To apply for this position, please send a resume, cover letter and salary expectations to careers@sunpeakpower.com

