

## **Company Description**

Unison Solutions, Inc. is a U.S.-based manufacturing company specializing in the design and production of biogas conditioning and upgrading systems, including BioCNG membrane and Amine upgrading technologies. Located in Dubuque, Iowa, we manufacture, assemble, and factory test all our systems on-site. Our service team performs equipment start-up, commissioning, training, and ongoing maintenance. We excel in biogas purification, offering solutions for hydrogen sulfide and siloxane removal, CO2 removal, compression, moisture removal, and gas quality monitoring. Additionally, we provide gas analysis and replacement media services for any biogas systems.

**Summary:** This individual will be responsible for overseeing all communications and public relations involving the company including the development and implementation of a marketing and communications strategy and a broad and diverse range of external business and internal marketing communications.

**Essential Duties:** Essential job duties for this position include the following items. Other duties must be performed as assigned or required.

- Develop and implement a communications strategy for the company that builds and maintains a positive company brand, including ESOP external and internal awareness
- Oversee and produce, from concept to completion, a broad array of digital media such as webinars, podcasts, video and/or print promotional and communication materials for the company
- Ensure that all materials present a clear, unified, and positive image for the company.
- Plans, prepares, and distributes original promotional content such as articles, news and press releases, email, blog and social media posts, and other updates on behalf of the company
- Promotes and reports on corporate milestones and activities such as company goals and projects; new products or bservices; community service activities; and new hires, promotions, and retirements
- Arranges for photography, video and/or press coverage for special events, including set-up, organization & execution for tradeshow exhibitions
- Analyzes target market information to identify and recommend effective marketing approaches
- Manage subscriptions and presence in industry organizations, such as ABC, WEF, RNG Coalition, etc.
- Identifies new market segments that will benefit from company products
- Prepare effective advertising campaigns based on market research
- Maintains knowledge on emerging products and services
- Forecasts, drafts, implements, and oversee the department's operating budget.
- Oversee corporate communications and branding in various online and print platforms such as LinkedIn, Twitter, Facebook, and industry magazines
- Oversee the development and maintenance of the company website including methods to deliver message, ease of navigation, and clarity of information; ensure that all content is current and relevant

- Provides consistent and timely information to employee owners through various communications programs
- Acts as company spokesperson and responds to members of the media in a timely manner; composes and distributes press releases as needed
- Assists executive leadership in developing presentations, speeches, and other important company messages
- Develops, composes, distributes, and implements policies to enhance the efficiency of the communications department and to further develop the building and maintaining of a positive corporate brand
- Maintain a professional, positive, and cooperative attitude
- Maintain a consistent and exceptional awareness towards safety
- Implement sound decisions, take responsibility for decisions, and evaluate the effects and effectiveness of the decisions
- Uphold, support, and promote all company policies and procedures
- Perform all other tasks as required

**Supervisory Responsibilities:** Responsible for supervision of the Marketing staff

**Qualifications:** To perform this job successfully, the individual in this position must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the minimum knowledge, skills and ability required.

**Education/Experience:**

- Bachelor's degree in Marketing, Public Relations, Business Administration or related field required; Masters's degree preferred
- 5 - 7 plus years' experience in marketing and public relations, preferred
- Knowledge in the fields of management, engineering, production, and automation, desired
- Strong management, presentation, and customer relationship skills
- Ability to communicate effectively
- Experience with Microsoft Office Suite, and desktop publishing software
- Travel less than 10% in a year, focused on industry events and conferences