

Job Title:	Director of Marketing	Approved:	10/08/25
Job Classification:	Salary	FLSA Status:	Exempt
Department:	Sales & Marketing	Reports To:	CRO/CEO
Location:	On Site - Vista, CA		

Who We Are:

Flux Power (NASDAQ: FLUX) designs, manufactures and sells advanced lithium-ion energy storage solutions for electrification of a range of industrial and commercial sectors including material handling, airport ground support equipment (GSE), and stationary energy storage. Flux Power's lithium-ion battery packs, including the proprietary battery management system (BMS) and telemetry, provide customers with better performance, lower cost of ownership, and a more environmentally friendly alternative, in many instances, to traditional lead acid and propane-based solutions. By joining us, you'll be part of a team that's driving sustainability and transforming how businesses manage their energy needs.

The Role:

As a critical bridge between Product, Sales, Customer Success, Investors and Executive team, the Director of Marketing will shape how our solutions are perceived in the market, influence roadmap decisions with competitive and customer insights, and deliver compelling campaigns that generate pipeline and revenue.

Essential Duties and Responsibilities:

- Strategic Planning: Develop and implement comprehensive marketing strategies to achieve organizational goals within the commercial energy industry context
- Campaign Oversight: Managing the development and implementation of coordinated marketing campaigns across multiple channels, such as digital, social media, and events
- Public Relations: Develop and maintain positive relationships all stakeholders to improve the organization's reputation and credibility.
- Content Creation: Produce high-impact marketing materials, such as blogs, whitepapers, and presentations, that effectively communicate the message and value proposition.
- Branding: Develop and boost our brand equity while distinguishing our products and services from our competitors
- Market Analysis: Stay informed about market trends, regulatory changes, and competitor activities to identify opportunities and challenges.
- Team Leadership: Lead and mentor a team of marketing professionals, provide guidance and support to ensure the successful execution of marketing initiatives.
- Budget Management: Oversee the allocation and expenditure of marketing budgets, ensuring cost-effectiveness and efficient resource utilization.
- Performance Measurement: Track and analyze marketing campaign performance, using data-driven insights to optimize future strategies and tactics.

- Cross-Functional Leadership: Partner closely with Product Management, Sales and Customer Success to align messaging and ensure cohesive customer experiences.
- Metrics & Optimization: Track key product marketing KPIs such as pipeline influence, campaign performance, lead generation, feature adoption, and churn impact.
- Performs other related duties as assigned

Required Education and Skills:

- Bachelor's degree in marketing, communications, digital or a related field
- 5+ years of experience working with digital and social media marketing channels
- Demonstrated ability to work independently and with multidisciplinary teams
- Strong sense of personal leadership, ownership, accountability, and problem solving
- Excellent interpersonal, verbal, and written communication skills
- Content development and management: Storytelling, copywriting, editing, proofreading
- Exceptional organizational skills: ability to meet deadlines by prioritizing and managing simultaneous projects with competing demands
- Proficient in Adobe Photoshop, Illustrator, InDesign, Premiere, and MS Office Suite
- Acute attention to detail

Other Duties:

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties, or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

Perks and Benefits:

Your hard work deserves rewards! Here's what you'll get:

- Health & Wellness: Medical, dental, and vision insurance to keep you and your family covered.
- Life Assurance: Life insurance for peace of mind.
- Time for You: Generous paid time off and holidays for work-life balance.

We are committed to a safe, drug-free workplace by performing pre-employment background checks and substance testing.

Notes:

- No recruiters, contractors, or consultants, please.
- At this time, we are unable to provide relocation assistance or visa sponsorships. This position is based in the United States.

Please review our career page at: <https://www.fluxpower.com/careers>

****Flux Power is proud to be an equal opportunity employer committed to providing employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age or disability, or any other class protected by Federal, State or local laws. Flux Power complies with all employment eligibility verification requirements of the Immigration and Nationality Act and all must have authorization to work in the US.*