



JOB DESCRIPTION

Job Title: Marketing and Public Relations Associate

Department: Business Development

Location: San Jose, CA

COMPANY:

Want to disrupt one of the largest industries in the world? Fortera is a Materials Technology Company headquartered in Silicon Valley that has created a new low-cost, low CO₂ cement that can reduce cement emissions by 60% and global CO₂ emissions by 5%. The technology is inspired by nature and directly converts CO₂ into a replacement for ordinary cement, turning a problem into a product. With over ten years of testing and 100,000 hours of R&D backing the technology, Fortera is ready to grow the team and begin commercial production of this exciting new product. Be on the ground floor of a carbon-to-value movement that will impact millions for generations to come. We are looking for passionate thinkers, doers, and problem-solvers who share our vision that big challenges are big opportunities for change. Visit www.ForteraUSA.com for more information.

POSITION OVERVIEW:

This individual will take over our external facing communications and branding. The daily responsibility of this role is to generate and publish marketing content such as press releases, digital content, social media updates, and branding assets. The ideal candidate has had several self-authored press releases or articles published in notable media outlets. A secondary skill set of value is graphic design. The ideal candidate is a creative person in either writing or design is the objective and does not necessarily need to come from the cement or building industry. Experience working in the manufactured goods space (which can range from building materials, chemicals, new materials, consumer goods, skin care products, alternative meats, carbon reducing technology, etc.) is a plus.

RESPONSIBILITIES:

- Develop actionable insights to inform product and marketing strategy (e.g. consumer, creator and competitive research).
- Set product marketing strategy to achieve our business goal (e.g. set goals, define value proposition, establish narrative).



- Plan and implement go-to-market strategy for product launches (e.g. commercialization plan, awareness and adoption strategies).
- Define and execute a content marketing roadmap and editorial strategy that communicates the brand value proposition, grows thought leadership in our category.
- Establish strong working relationships with external collaborators across marketing, policy, PR and product.
- Demonstrated ability to develop, maintain and grow relationships with the press
- The ability to develop well-written, clear, and compelling copy quickly
- Excellent writing, researching, editing, and proofreading skills

MINIMUM QUALIFICATIONS:

- Bachelor's Degree in Marketing, Public Relations, or related field
- 5+ years' experience in Marketing, Public Relations, or Branding role

ORGANIZATION'S VALUES AND CULTURE:

Fortera is proud to be an Equal Opportunity Employer. We do not discriminate on the basis of race, religion, color, national origin, sex, gender identity, gender expression, sexual orientation, age, marital status, veteran status, disability status or any other status protected by applicable law.