

Growth marketing for the future of solar energy

As a marketer with a green heart, I've always loved the idea of using my skills to make the world a more sustainable place. By now, we're all aware of the role our energy grid plays in deciding what kind of future this planet will have.

How I knew Brighte was right for me

I'm extremely curious by nature, so the work we're doing here at Brighte immediately appealed to me.

The challenge is to reach as many potential customers as possible and showcase the benefits of rooftop solar panels. It sounded like the perfect place to combine my two big passions: marketing and sustainability.

It has been great to see the skills I've gathered throughout my digital marketing career put to use in this setting. With some creativity and some strategic thinking, these skills are rapidly growing Brighte's customer base.

People tend to have a love-hate relationship with marketing. Marketing taps into people's strongest desires, but on the flip side, it can induce them to spend money on things they neither need nor even want.

At Brighte, we use marketing for good - to create a cleaner energy system, provide cheaper energy to consumers and make Australia a bit more sustainable along the way.

Growth marketing - a new frontier

Growth marketing is a new area at Brighte, and it's already playing a critical role in our growth trajectory.

For the past few months, I've been working on building out the growth marketing team, and it's been wonderful to see Brighte attract wildly talented individuals who bring fresh ideas to the table and with whom we can build truly exceptional growth marketing strategies.

Building the team has been not only rewarding but also desperately needed. We're one of Australia's fastest-growing tech companies and are focused on selling our services directly to consumers. That means we do a *lot* of marketing.

Brighte has several core values, and the growth marketing team embodies them wholeheartedly: deserve the customer, call the ball, be human, brighter together, think big, and stay green. That's what we stand for and what we consider when bringing new people on board.

As a team, we've been building a self-perpetuating growth engine. We are implementing mechanisms to predict how our growth strategies will work and looking at the scalability of our current strategies. It will allow us to focus on what we already know is working and prioritise high-impact growth levers.

It's been great fun working on this. We're examining the data we have on our existing growth strategies and seeing what's working and what we need to improve on. It's a hugely insightful task, and I'm delighted that we're seeing so much potential already.

Transparency and openness make Brighte unique

Working for Brighte is rewarding because every layer of the organisation reflects our company values.

Brighte is a genuinely collaborative and forward-thinking workplace. There's so much transparency at every level - from the financials and funding to customer and partner feedback. Everyone at Brighte plays a role and has a place, and everyone's opinion is valued.

There's no secrecy and no sense that you can't speak up if you have a question or a concern. Employee feedback is always welcome. It's a great place to work towards a greener planet.

It's all hands on deck at Brighte, and everyone who works here does so with a passion for our work that is deeply inspiring.

If you want a rewarding career with a social purpose, Brighte could be an excellent workplace for you. Check out our [careers page](#).

Social copy:

At Brighte, we're disruptors with a purpose. We strive to make solar energy affordable for every Australian because sustainability shouldn't have an entry barrier. In our efforts to reach as many Australians as possible, we've launched a growth marketing department.

We're finding the best people to help us deliver on this vital mission. People passionate about what we do, who show up ready to give their best and be part of a team of like-minded individuals.

Getting Aussies using solar energy makes financial sense for them and environmental sense for the planet.

#Brightecareers #brightertogether #growthmarketing #jointheteam