



MicroEnergy Credits
CRM (Customer Relationship Management) Manager
Job Description

Mumbai, India, or Remote
Full Time

- **Solve climate change and poverty**
- **Innovate with smart motivated people**
- **Create systemic change that makes a difference**

About MicroEnergy Credits (MEC)

MicroEnergy Credits catalyzes the shift to a low-carbon future by empowering rural and urban households in emerging economies to switch from traditional fuels to clean, efficient, and renewable energy. We partner with financial inclusion institutions to enable women, microentrepreneurs, households, and small businesses to access affordable microfinance for clean energy. We offer the financial inclusion institutions access to financial enhancements from environmental markets which are used to facilitate large-scale retail clean energy lending programs. We pride ourselves in creating high-quality social impact carbon credits to serve the Voluntary, Compliance, and UN Article 6 Carbon Markets.

We are a small, dynamic team. Our culture has maintained its start-up ethos of innovation and collaboration at the intersection of environmental markets, clean energy technology, data analytics, and financial inclusion. Our headquarters are located in Mumbai, India. We have developed financial institution partnerships that reach over 10 million households across Asia and Africa, and our programs have reached 47 million people with clean energy.

The values that help us deliver:

Impact: Serving humanity and the planet

Our goal is no less than stopping climate change and poverty. We do this by impacting markets, supply chains, information flows, and unlocking human capital.

Innovation: Great communication leads to great ideas

All of us have access to the people, information, and resources we need to get the job done. We value a flat organization, with no silos and lots of collaboration.

Excellence: Everyone at MEC is a leader, making the people and teams around them extraordinary

MEC team members are excellent communicators, agile problem solvers, trusted colleagues, and inspiring leaders.

Change: Building our culture together

While maintaining safety we take risks, make decisions quickly, share mistakes broadly, and learn from them openly. We create our culture together at team retreats where everyone's voice matters.



World-Class Benefits

We go above and beyond to offer our team amazing benefits. The specifics vary by country.

- **1-week annual strategy retreat in Goa**
- **Flexible work location**
- **Healthcare coverage**
- **Generous vacation policy**
- **Monthly team events**

What will you do?

CRM Management:

- Oversee the day-to-day management of the company's HubSpot CRM system, ensuring seamless operations, data integrity, and integration with other business tools.
- Manage customer data, segmentation, and workflows within HubSpot to support communication strategies.

Social Media Tracking (LinkedIn Focus):

- Monitor and track the performance of the company's LinkedIn posts, including engagement metrics such as likes, shares, and comments.
- Analyse traffic patterns from LinkedIn to the company's website or landing pages.
- Oversee LinkedIn ads, ensuring their performance aligns with company goals and track ROI on ad spending.
- Use tools like Google Analytics, HubSpot, or other web analytics platforms to monitor traffic and user behavior from LinkedIn.

Data Collation & Reporting:

- Collect, analyse, and organize social media and CRM data for reporting purposes.
- Prepare regular reports for the leadership team, summarizing LinkedIn performance.

Collaboration & Strategy:

- Stay up-to-date with social media trends, especially on LinkedIn, and implement best practices.
- Collaborate with leadership to refine CRM and social media strategies based on performance data and analytics.

Required Qualifications

- Bachelor's degree in Marketing, Business, Analytics, or a related field.
- 2 to 3 years of relevant work experience.
- HubSpot certification or experience in similar CRM platforms.
- Technical skills in web analytics, including using platforms like Google Analytics, HubSpot Analytics, and LinkedIn's performance tracking tools.
- Good understanding of LinkedIn as a business tool, including tracking posts, engagement metrics, and managing ads.
- Excellent communication skills, both written and verbal.

Not the role you are looking for? We're always looking for passionate, talented and impact-driven people to join our team. If you align with our mission and values, feel free to reach out via email.

MEC is an equal opportunity employer and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws or our own sensibilities.

