

Career Opportunity – Transforming Wildfire Resilience

Sr Director of Marketing

POSITION DETAILS

Department: Executive

Reports To: CEO

Location: Remote, US | Pacific / Mountain time zone preferred

Employment: Full-Time

Travel: Willingness and ability to travel 25% of the time

To Apply: [Submit via this form](#)

ABOUT VIBRANT PLANET AND PYROLOGIX

We are a team of leaders in risk analysis, science, forestry, policy, and tech, building cloud-based, data-driven platforms to increase community, landscape, and infrastructure resilience. We see an urgent problem to solve in protecting life and safety, communities, critical infrastructure, and natural resources from wildfire. Our software platforms and analytics offerings modernize the full cycle from analysis to planning to operations to monitoring for land managers, communities, and utilities with AI-driven data development, best-in-class wildfire hazard and risk modeling, and decision support.

Utilities face a growing challenge in managing wildfire risk. This challenge spans their own infrastructure vulnerability, operational disruptions, regulatory compliance, public safety, environmental responsibility, and very large financial impacts from the fires they cause. Pyrologix has been a leader in the fire modeling space for decades, with a long history supporting utility companies on conducting wildfire risk assessments. With our Pyrologix Operational Wildfire Risk (POWR) platform, we model ignition and consequence analysis across a range of weather forecasts, fire scenarios, and strategic community and ecosystem assets.

Vibrant Planet is backed by climate and ecosystem resilience solutions leaders, including Microsoft Climate Innovation Fund, Citi Impact Fund, Cisco, SIG Climate, Earthshot, Elemental Excelsior, Ecosystem Integrity Fund, and Cityrock.

For more information, please visit: <https://pyrologix.com/solutions/utilities/> and <https://www.vibrantplanet.net/utilities>

ABOUT THE ROLE

We're looking for a Sr Director of Marketing to build and lead the function that tells Vibrant Planet's story to the world and drives the successful adoption of our technology. This is a foundational role for a company at an exciting inflection point: we have product-market fit in two core areas, a growing customer base spanning federal agencies, state governments, NGOs, utilities, and the insurance sector, and a mission that resonates deeply in the growing wildfire crisis and climate solutions landscape.

You will report directly to the CEO and work alongside our leadership and GTM teams to develop and execute on a brand and marketing strategy that accelerates revenue growth, deepens market awareness, and positions Vibrant Planet as the definitive platform for wildfire and climate risk mitigation, adaptation, and resilience decision-making. You'll have the opportunity to build a team and the brand from a strong foundation.

[Apply for this position here.](#)

KEY RESPONSIBILITIES

- Define and own Vibrant Planet's brand strategy — Build and maintain Vibrant Planet's brand equity, as well as its sub-brands, including Pyrologix brand as well as product and model brands
- Define and own the overall marketing strategy — demand generation, content, communications, and field/partner marketing — aligned to company growth objectives and sales pipeline needs.
- Build and articulate a compelling narrative for a complex, multi-faceted market that includes federal land agencies, state and local governments, utilities, insurers, and conservation finance players.
- Coordinate closely with product team and product marketing, owning positioning, messaging, and go-to-market strategy for new platform capabilities and customer segments.
- Drive demand generation programs that deliver qualified pipeline in partnership with our sales and impact teams.
- Establish Vibrant Planet as a thought leader in wildfire risk forecasting and mitigation/adaptation, community and forest resilience, and climate-smart land management through earned media, content, events, and strategic partnerships.
- Collaborate closely with the science, product, and impact teams to translate technical complexity into clear, credible, and compelling stories for both technical and non-technical audiences.
- Oversee PR, communications, and executive visibility — including executive and key team members' public profiles.



- Build and manage a high-performing marketing team, including hiring, mentoring, and managing agency and contractor relationships.
- Define and track KPIs across brand awareness, pipeline contribution, content engagement, and customer marketing effectiveness.

REQUIRED QUALIFICATIONS

Experience

- 8+ years of progressive marketing leadership, including 3+ years in a senior/VP role.
- Experience marketing to government, enterprise, or institutional buyers — ideally in climate, cleantech, GovTech, environmental SaaS, AI forward products.
- Proven track record building brand and demand generation programs that translate to measurable revenue impact.
- Experience hiring and scaling a marketing function at a growth-stage company.
- Track record working effectively in mission-driven or public benefit organizations is a plus.

Skills & Qualities

- Exceptional written and verbal communicator — able to make complex science accessible without dumbing it down.
- Excited to develop the content in line with your strategy: writing blogs, social media posts, website content, etc.
- Strategic thinker who can move between big-picture brand building and hands-on campaign execution (writing blogs, designing decks, coordinating events contracts)
- Comfortable with a long, multi-stakeholder sales cycle and B2G/B2B nuances.
- Data-driven: you use metrics to make decisions, but you also trust your instincts on story and brand.
- AI-forward: ability to use AI marketing tools and agents to effectively and efficiently manage the work of the marketing / GTM organization
- Deep personal alignment with Vibrant Planet's mission to restore wildland resilience and address the climate crisis.

DUTY REQUIREMENTS

- Full time, year-round employment.
- Willingness and ability to travel 25% time.
- This is a virtual position with an operational independent/home office with sufficient internet speeds.

COMPENSATION

- Vibrant Planet offers competitive compensation including base salary, equity participation, and a comprehensive benefits package. Salary and title are commensurate with experience.

BENEFITS

- Health insurance
- Unlimited PTO policy
- 401k
- Company equity (stock options)
- Home office set-up allowance (one-time)

EQUAL OPPORTUNITY EMPLOYER

Vibrant Planet is committed to diversity. We encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientation, gender identity, military, or other status protected by law to apply.

We are most interested in finding the best candidate for the job, and that candidate may come from a less traditional background, but have the capacity to grow into and thrive in the position after some mentoring. We encourage each candidate to think broadly about their unique background and skill set and how it may relate to the role.