

**Position Title:** Director, Marketing (Nuclear Energy)

**Location:** Madison, WI

**About Us:**

We're pioneering the next generation of nuclear technology to deliver safe, scalable, and sustainable energy. Our team is small, fast-moving, and mission-driven —combining deep technical expertise with a startup's sense of urgency. As we grow, we're designing the systems that will redefine what nuclear power can do for the world.

**Job Summary**

The Director of Marketing at Fissionaire leads the company's full marketing strategy in a sector where accuracy, trust, and vision matter. This role builds the brand from the ground up, translating complex nuclear-energy innovations into clear, compelling stories that resonate with customers, partners, policymakers, and the public. You'll oversee messaging, campaigns, market insights, and team leadership—driving visibility, credibility, and commercial momentum as Fissionaire scales its advanced nuclear solutions. This position demands strategic rigor, creative horsepower, and the ability to communicate confidently in a highly technical, regulated environment.

**Key Responsibilities:**

- Build and execute Fissionaire's marketing strategy across product lines, partnerships, and corporate initiatives.
- Craft messaging that simplifies advanced nuclear technology without compromising accuracy.
- Lead content development across digital channels, press, events, thought leadership, and technical storytelling.
- Manage brand identity, positioning, and reputation within the deeply scrutinized nuclear sector.
- Develop market insights on competitors, regulatory trends, fuel cycles, reactor technologies, and energy economics.
- Oversee demand-generation strategies for commercial deployments and B2B customer engagement.
- Partner closely with engineering, policy, BD, and executive teams to align messaging and deliver cohesive campaigns.
- Build and mentor a small, high-performance marketing team; manage agencies and contractors as needed.
- Support investor relations with clear, data-driven narratives and materials.
- Establish KPIs and use analytics to continually refine marketing efforts.

**Qualifications**

- Bachelor's degree in Marketing, Communications, Engineering, or related field. Preferred MBA or advanced technical degree.
- Significant experience leading marketing in nuclear energy, clean energy, or other highly technical, regulated industries.
- Proven track record in brand building, product marketing, and multi-channel communications.
- Ability to translate complex engineering concepts into accessible, credible messaging.
- Strong understanding of the nuclear energy ecosystem: policy, regulation, markets, stakeholders, and public perception.
- Excellent writing, storytelling, and strategic communication skills.
- Experience managing cross-functional initiatives and tight deadlines.
- Experience launching or scaling advanced nuclear technologies, reactors, SMRs, or fuel-cycle solutions.
- Background working with regulatory bodies, government agencies, utilities, or heavy-industry customers.
- Familiarity with crisis communication, risk communication, or public engagement in sensitive industries.
- Prior leadership in a fast-growth startup or innovation-driven environment.
- Ability to work and manage remote workers effectively.
- Willingness and ability to travel domestically and internationally up to 15% of the time

#### **What We Offer:**

- Competitive salary
- Comprehensive benefits including medical, dental and vision
- 401(k)
- Paid time off, sick leave and holidays
- Bereavement leave

If you are passionate about the energy that impacts our day-to-day lives and want to work with talented and dedicated people across the globe, apply today!

[www.fissionaire.com](http://www.fissionaire.com)

Fissionaire is an Equal Opportunity Employer that does not discriminate on the basis of actual or perceived race, colour, creed, religion, national origin, ancestry, citizenship status, age, sex or gender (including pregnancy, childbirth, pregnancy-related conditions, and lactation), gender identity or expression (including transgender status), sexual orientation, marital status, family or relationship structure, military service and veteran status, physical or mental disability, genetic information, gender identity, or any other characteristic protected by applicable federal, state, or local laws and ordinances.

Fissionaire's management team is dedicated to this policy with respect to recruitment, hiring, placement, promotion, transfer, training, compensation, benefits, employee activities, access to facilities and programs, and general treatment during employment.