

CAREER OPPORTUNITY

COMMUNICATIONS ANALYST

Are you interested in joining an organization that's passionate about helping Manitobans save energy, money, and the environment?

Efficiency Manitoba is our provincial Crown corporation focused on working with Manitobans to reduce electricity and natural gas consumption in homes, businesses, and communities across the province.

We're a dynamic, nimble, action-oriented, and transparent organization that fosters positive engagement, creativity, and diversity across our team and those with whom we work.

We're currently recruiting a full-time, temporary (18-month) Communications Analyst.

POSITION OVERVIEW

Working in close collaboration with the Communications Specialist, Brand Specialist, and other Efficiency Manitoba team members, the Communications Analyst will assist with internal and external communications while providing excellent customer service and contributions towards the achievement of Efficiency Manitoba's targeted goals.

The Communications Analyst will have demonstrated experience in project management and creating engaging content for various corporate documents, as well as a solid degree of marketing, communication, and organizational skills.

RESPONSIBILITIES

- Under the guidance and direction of the Communications Specialist, coordinate and oversee the energy efficiency education program (Generation E), including collaboration with internal and external stakeholders to organize program activities and ensure smooth delivery.
- Assist in developing and implementing a marketing strategy for Generation E, including the development of marketing materials to reach target audiences.
- Support the planning of Generation E's goals, targets, budget, participation, and engagement.
- Work with the Efficiency Manitoba procurement function to coordinate the procurement and management of contracted services and external support

needed to support communications initiatives.

- Coordinate activities to ensure Efficiency Manitoba's compliance with the Province of Manitoba French-Language Services Policy, including the development and coordination of a multi-year framework and required reporting
- Work with external service providers to create and maintain comprehensive French writing guidelines to ensure consistency and quality in all written materials.
- Manage and update our internal SharePoint site, ensuring information is organized and easily accessible to employees.
- Work with subject matter experts to develop engaging content for Efficiency Manitoba's magazines.
- Write and edit content for corporate documents, including quarterly and annual reports, ensuring accuracy, clarity, and adherence to brand guidelines.
- Assist in drafting and editing advisory notes and other corporate communication materials, ensuring consistency in messaging and alignment with Efficiency Manitoba's brand voice and writing guidelines.
- Support the development and review of campaign briefs, ensuring accuracy and alignment with marketing objectives.
- Support the management of promotional and merchandise orders, including communicating with vendors and coordinating delivery and distribution.
- Deliver presentations to a variety of internal and external audiences including associations and special interest groups to communicate and promote Efficiency Manitoba's offers.
- May be required to travel and/or attend meetings outside of normal working hours.

REQUIREMENTS

- Bachelor of Commerce Degree (Hons.) with a focus in Marketing, plus a minimum one (1) year of experience directly related to the position responsibilities and requirements. An equivalent combination of education and directly related experience may be considered.
- Exceptional written and verbal business communication skills in English. Written and verbal communication skills in French would be an asset.
- Experience developing (writing and editing) various communications materials, such as news releases, reports, advisory notes, campaign briefs, presentations, and marketing content to anticipate and proactively address the needs of target audiences. This includes writing comprehensive reports and detailed correspondence and recommendations, as well as preparing and delivering internal and external presentations.
- Strong analytical skills, attention to detail, and ability to maintain high-quality

standards in written materials.

- Working in the energy services market with an understanding of energy efficiency electric and natural gas technologies, energy efficiency, and environmental conservation principles would be an asset.
- A strong commitment to and enthusiasm for customer service and energy efficiency.
- Adaptable team player with a high degree of initiative.
- Strong interpersonal skills, with the ability to effectively collaborate with peers in other areas of the organization.
- Must be creative, self-motivated, and capable of achieving broadly defined objectives.
- Ability to multi-task and deliver results in a deadline-oriented environment.
- Ability to represent the organization confidently and professionally.
- Proficient in Microsoft Office Suite including Word, Excel, PowerPoint, Teams, and SharePoint.

We're proud to provide and foster a supportive and team-oriented work environment. We offer a competitive compensation package, which includes a defined-benefit pension plan and access to a comprehensive health benefits plan. We provide the opportunity for virtual work arrangements and have a nine-day work cycle which normally results in every other Monday off.

The starting salary for this position will be commensurate with qualifications and experience, with candidates whose qualifications are closer to the minimum requirements for the position typically joining the organization at a salary nearer to the lower end of the range. The salary range for this position is \$61,197.69 to \$84,645.05.

At Efficiency Manitoba, we're committed to creating and maintaining a safe, equitable, and inclusive work environment. Women, Indigenous peoples, persons with a disability, and members of visible minorities are encouraged to self-declare in their application. Reasonable accommodations are available to applicants who may experience a barrier arising from a protected characteristic(s) identified in The Manitoba Human Rights Code. Please let us know if you require accommodation during the recruitment process.

The ability to communicate in French, both verbally and in writing, is considered an asset for all positions at Efficiency Manitoba.

We encourage interested candidates to apply by emailing their application, including their qualifications and relevant experience, to careers@efficiencyMB.ca no later than Sunday, September 7, 2025. Please reference the position title in the

subject line of your email.

We thank all candidates who apply; however, only those selected for an interview will be contacted.

For more information about Efficiency Manitoba, candidates can visit our website at efficiencyMB.ca.