

# CAREER OPPORTUNITY

## COMMUNICATIONS & PUBLIC RELATIONS SPECIALIST

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. With our purpose-driven culture and commitment to putting people first, we were selected as one of Manitoba's Top Employers in 2025.

We're currently recruiting for a full-time, permanent Communications & Public Relations Specialist.

### POSITION OVERVIEW

As a member of the Communications and Customer Experience team, the Communications & Public Relations Specialist will work with project teams to develop and implement communication strategies that contribute to brand recognition and a positive public image. This role will provide advice, guidance, and assistance with the preparation of internal and external communications while also supporting branding, media, and legislated requirements of Efficiency Manitoba.

### RESPONSIBILITIES

- Develop and execute communications plans and media relations strategies.
- Initiate the development of external communications such as preparing news releases, advisory notes, and media kits.
- Build and maintain relationships with media personnel in Manitoba, including journalists, editors, producers, and influencers with the objective of increasing points of contact and Efficiency Manitoba's reach within the local community.
- Act as a spokesperson for Efficiency Manitoba and respond to media inquiries in a timely and professional manner.
- Organize and oversee contracts and/or agreements with media partners.
- Coordinate Efficiency Manitoba's participation in media interviews including live and/or pre-recorded segments for TV and radio.
- Proactively engage with media on energy efficiency topics; plan for and

prepare content on seasonal and newsworthy topics that may be of interest to the public. Pitch stories to local media outlets.

- Coordinate media training for Efficiency Manitoba staff and help prepare employees for media interviews and appearances. Conduct ad hoc media training and support as needed.
- Monitor and evaluate media coverage and report on the effectiveness and impact of media relations activities.
- Work closely with organizational leadership to coordinate and ensure Efficiency Manitoba's fulfillment of legislated requirements including requirements under the Crown Corporations Governance and Accountability Act for annual public meetings.
- Make recommendations and coordinate the delivery of Efficiency Manitoba's strategy for public and stakeholder engagement including interaction with the Energy Efficiency Advisory Group.
- Edit and proofread content for accuracy, clarity, and consistency with Efficiency Manitoba's brand voice and style guidelines.
- Collaborate with Efficiency Manitoba teams to coordinate participation and resources required to attend community events, trade shows, workshops, webinars, and community outreach activities.
- Capture and share content of Efficiency Manitoba's participation at meetings, events, conferences, etc (internally and externally), using various media formats and tools (photo and video).

## REQUIREMENTS

- A bachelor's degree with a focus in marketing, communications, or public relations, plus a minimum three (3) years of experience directly related to the position responsibilities and requirements. Experience in energy efficiency marketing and knowledge of the principles of Demand Side Management is an asset.
- A strong commitment to and enthusiasm for customer service and energy conservation.
- Exceptional demonstrated verbal and written communication skills, including experience writing and editing a variety of communications materials on behalf of leaders on a variety of topics.
- Ability to communicate in French both verbally and in writing is considered an asset.
- Excellent attention to detail and strong organizational skills.
- Ability to take initiative, prioritize work, and meet deadlines.
- Experience working with outward facing communications, including media relations, advertising, public consultations, and event planning.
- Working knowledge and ability to provide guidance to external support responsible for various production services including photography, graphic design, video production, print, and web publishing.

- Experience working in Microsoft Word, PowerPoint, Excel, and SharePoint.
- Experience with Adobe Creative Suite, Wordpress, and Google Analytics is considered an asset.
- Demonstrates sound judgment, discretion, and ability to handle material which is confidential or sensitive in nature.
- Must be creative, self-motivated, and capable of achieving broadly defined objectives.
- Ability to represent the organization confidently and professionally.

---

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 \$72,334.92 to \$100,128.83 annually.

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 accommodations 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 directly to Summit Search Group [here](#) no later than Friday, April 18, 2025.

For more information about Efficiency Manitoba, candidates can visit our website at [efficiencyMB.ca](http://efficiencyMB.ca).