

## JOB DESCRIPTION

### Energy Efficiency Specialist (Marketing 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 with those we work with.

We're currently recruiting for a full-time permanent position of **Energy Efficiency Specialist, Residential Programs**.

### POSITION OVERVIEW

Working in close collaboration with the Residential Programs Team, this position is responsible for researching, designing, developing, and implementing demand side management (DSM) programs for the Residential customer segment while providing excellent customer service and team contributions towards the achievement of Efficiency Manitoba's targeted goals.

The Energy Efficiency Specialist will demonstrate extensive marketing, communication, analytical, and organizational skills combined with expertise pertaining to energy efficient technologies.

The current program assignment for this position includes a focus on a suite of marketing initiatives including incentive-based programs and enabling strategies for specific technologies and market sectors. To meet the evolving needs of Efficiency Manitoba and our customers, program assignments associated with this position may change over time.

### RESPONSIBILITIES

- Develop and implement marketing and communications strategies focused on the diverse and specific sector in Manitoba.
- Identify, conceptualize, and design value-added energy efficiency programs and product delivery strategies for new and existing customers.
- Act as project leader of multi-disciplinary program teams from across



Efficiency Manitoba to design, implement, deliver, monitor, evaluate, and modify highly technical energy service products and programs, ensuring marketability, clarity, accountability, and consistency.

- Define and develop priorities and objectives for projects, negotiate with trade allies, establish monitoring and project control mechanisms to ensure program effectiveness, prepare and monitor budgets and contracts, and ensure participation and input of other team members from across Efficiency Manitoba.
- Initiate and work with Efficiency Manitoba's procurement function to coordinate procurement and management of contracted services/external support needed to support program objectives.
- Deliver presentations to a variety of internal and external stakeholders including associations and special interest groups to communicate and promote Efficiency Manitoba's programs.
- Cultivate and maintain strong working relationships with industry associations and external agencies, including other DSM program administrators, utilities and government departments for the purpose of meeting Efficiency Manitoba's needs in the research, collection and exchange of current information on program design and delivery.
- 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 three (3) years of experience directly related to the position responsibilities and requirements.  
OR
- An equivalent combination of education and directly related experience may be considered.
- Expertise in marketing DSM products/programs from conceptual design to delivery, including demonstrated experience in market analysis and strategy formulation, and a thorough understanding of the energy services market and demand-side management principles.
- Possess knowledge of the market segment including both electric and natural gas energy efficiency technologies.
- A strong commitment to and enthusiasm for customer service and energy conservation.
- Adaptable team player with a high degree of initiative.
- Strong interpersonal skills, with the ability to effectively collaborate with peers and provide functional leadership in other areas of the organization.
- Exceptional analytical, business writing and verbal communication skills; experience in writing comprehensive reports, recommendations, and

briefing notes, and preparing and delivering internal and external presentations.

- Must be creative, self-motivated, and capable of achieving broadly defined objectives.
- Ability to deliver high-quality results in a deadline-oriented environment.
- Ability to represent the organization confidently and professionally.
- Proficient in Microsoft office suite including Word, Excel, Power Point, Teams, and SharePoint.
- Must have a valid Manitoba Driver's license.

We're proud to offer 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. The salary range for this position is \$70,916.59 to \$98,165.52 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.

We encourage interested candidates to apply by emailing their application including their qualifications and relevant experience to [careers@efficiencyMB.ca](mailto:careers@efficiencyMB.ca) no later than **Monday, July 22, 2024**. 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 on Efficiency Manitoba, candidates are encouraged to visit our website at [efficiencyMB.ca](http://efficiencyMB.ca).