

## **CAREER OPPORTUNITY**

### **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 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 two full-time, permanent Energy Efficiency Specialists to support the following energy efficiency programs:

- Residential Instant Rebates and Home Energy Reports
- Metis Energy Efficiency Offers and Indigenous Small Business

### **POSITION OVERVIEW**

Working in close collaboration and reporting to a customer sector Program Lead, these positions are responsible for researching, designing, developing, and implementing demand side management (DSM) programs for a specific 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.

### **RESPONSIBILITIES**

- 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 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.
- Cultivate and maintain strong working relationships with external agencies, including other DSM program administrators, utilities, First Nation Communities, the Manitoba Métis Federation, 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 experience, state-of-the art technologies, identifying customer needs for input into program development and the development of national standards and initiatives.
- 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 energy conservation and cultivating an environment that promotes excellent customer experiences.
- 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.

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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 by emailing their application, including their qualifications and relevant experience, to [careers@efficiencyMB.ca](mailto:careers@efficiencyMB.ca) no later than Sunday, June 15, 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](http://efficiencyMB.ca).