CAREER OPPORTUNITY

ENERGY EFFICIENCY ANALYST (MARKETING 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. With our purpose-driven culture and commitment to putting people first, we were selected as one of Manitoba's Top Employers in 2025 and 2026.

We're currently recruiting for temporary 12 to 14 month, full-time Energy Efficiency Analysts.

POSITION OVERVIEW

Working in close collaboration with Energy Efficiency Specialists and technical team members, the successful candidate will assist with the design, delivery and administration of energy efficiency programs while providing excellent customer service and team contributions toward the achievement of Efficiency Manitoba's targeted goals.

The Energy Efficiency Analyst will demonstrate a solid degree of marketing, communication, analytical, and organizational skills combined with knowledge pertaining to energy efficient technologies.

RESPONSIBILITIES

- Assist in identifying, gathering, analyzing, and summarizing product, program, and pricing data for use in program design and development. This includes researching, monitoring, and evaluating market trends, industry news, and other key information sources to facilitate program design recommendations, modifications, or enhancements.
- Identify, gather, and analyze qualitative and quantitative data on customers and customer segments, including the tracking and monitoring of existing

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customer markets and identification of market opportunities and barriers for reaching new and existing customer markets.

- Support the program team in the identification, design, development, and implementation of program marketing plans, including the development of marketing materials to reach target audiences, development of internal and external communication resources, presentations, and other program materials.
- Support the program team in the monitoring, reporting and evaluation of energy efficiency programming ensuring accuracy and timeliness of program results. Responsibilities include the creation and maintenance of regular and routine reporting as well as other analyses or status reports as required.
- Support the planning of program goals, targets, participation, and engagement, including the development of program projected energy savings and budget.
- Work with the Efficiency Manitoba procurement function to coordinate procurement and management of contracted services/external support needed to support strategic initiatives.
- Collaborate with technical and business team to accommodate the program teams' ongoing requirements in the corporate-wide Customer Relationship Management and Demand Side Management (CRM/DSM) system.
- Act as a support resource for program applications and liaise with contractors, customers, and other industry representatives to optimize program delivery and achieve targets.
- Deliver presentations to a variety of internal and external stakeholders including associations and special interest groups to communicate and promote Efficiency Manitoba's programs.
- Support the development and maintenance of strong working relationships with external agencies, including other energy efficiency 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 experience, state-of-the art technologies, identifying customer needs, and input into program development.
- May be required to travel and/or attend meetings outside of normal working hours.

REQUIREMENTS

- Bachelor of Commerce Degree (Hons.) or a Bachelor of Business Administration Degree with a focus in Marketing, plus a minimum of one (1)

year of experience directly related to the position responsibilities and requirements.

OR

Business Administration Diploma with a focus in Marketing, plus a minimum of three (3) years of experience directly related to the position responsibilities and requirements.

- Demonstrated experience in marketing products/programs from conceptual design to delivery, including exposure to market analysis and strategy formulation.
- An understanding of and/or an interest in energy and environmental conservation principles, strategic energy management, or industrial processes would be an asset.
- Experience working in program or product marketing for various customer segments would be an asset.
- Knowledge of energy efficient electric and natural gas 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 in other areas of the organization.
- Exceptional analytical, business writing and verbal communication skills; experience in writing comprehensive reports, detailed correspondence, recommendations 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 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.

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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 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 no later than **Monday, November 30, 2026.** Please reference the position title in the subject line of your email and tell us where you heard about this job opportunity.

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.

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