

Outreach Coordinator

Position Summary

The energy industry in Canada is rapidly changing. Electrification will form a big part of Canada's energy transition away from fossil fuel consumption, and technology advancements will impact jobs and skills requirements. EHRC is well-positioned to support the electricity sector in Canada in being a leader in this transition to better prepare the future workforce – one that is highly skilled, diverse and innovative.

As an Outreach Coordinator for EHRC, you will proactively engage with electricity sector employers across Canada to increase awareness of and participation in EHRC wage subsidy and labour market intelligence projects and programs (this includes wage subsidy programs and the EHRC job board). Reporting to the Project Manager, you will work collaboratively as part of a team and independently generate leads and meet weekly outreach goals.

Key Responsibilities:

- Develop an understanding of EHRC products and services including the National Occupational Standards, EHRC's Competency Framework and job board to assist employers find the right person for a position.
- Make dozens of outbound cold calls per day while successfully balancing with up to 15 inbound inquiries per week.
- Actively engage with employers and other industry stakeholders for participation in EHRC's programs and projects.
- Research leads/prospects to identify key contacts and qualify opportunities.
- Develop and maintain relationships to best understand the needs of employers.
- Identify and transfer opportunities for business development exploration to appropriate team members.
- Track all activity and progress in the client relationship management (CRM) system.
- Other duties in line with the Mission and Objectives of EHRC.

Education, Experience and Skills

- A university and/or college degree or diploma in a relevant discipline or combination of education and experience.
- Two years of inside sales/outreach marketing experience or related experience.
- Genuine enthusiasm for making new contacts.
- Active listening skills, confident presentation skills and patience.
- A drive to succeed, reach new targets and experiment with new approaches.
- Results-oriented mindset with critical thinking at the core.
- Professional verbal and written communications skills.

- Demonstrated flexibility when faced with changing priorities and/or program deliverables.
- Enjoyment with juggling priorities maximizing available time.
- Bilingual English/French is a definite asset.
- Demonstrated commitment to continuous development.

Work Environment and Compensation

- Position based in Ottawa as part of a hybrid work environment (3 days in office, 2 days from home).
- Some travel across Canada is required.
- Flexible health benefits package upon completion of probation.
- Three weeks vacation to start.
- RSP matching after one year of service.
- Professional development and skill-building opportunities.
- Small office environment with a team of 20 staff.
- Very close to public transport, bike lanes, parking options and local amenities.
- A good environment for professional growth.
- Salary will be commensurate with experience and qualifications (\$48,000 - \$58,000).
- This is a full-time contract, with the possibility of an extension.

About Electricity Human Resources Canada

Electricity is one of Canada's essential utilities. More than 100,000 Canadians are involved in generating, transmitting and distributing it. Their work powers homes and businesses across the country, fuelling everything from light bulbs, cell phones and refrigerators to water treatment plants and road vehicle assembly lines.

However, in the face of changing demographics and technology, the industry's highly skilled workforce needs to grow and adapt. Electricity Human Resources Canada is an enabler, a research hub, a convener and an active partner helping industry meet these challenges to secure Canada's long-term electricity supply.

As a trusted source of objective research, information and tools about labour market and human resource trends, EHRC helps the Canadian electricity workforce grow and remain innovative while striving to improve the quality of service to Canadians. Above all, we provide evidence-based solutions to the human resource challenges facing the electricity industry.

EHRC is an enthusiastic equal opportunity employer. If you are selected for an interview and require special accommodations, please let us know. Please submit your application cover letter and resume. We thank all candidates for applying but only those candidates selected for an interview will be contacted.