



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.

Reporting to the CEO, the Director of Marketing and Communications will develop, implement, and execute strategic internal and external communications strategies, messages and action plans in support of corporate and strategic goals. They will provide strategic and operational leadership in developing, planning and implementing all aspects of internal and external communications and marketing, including digital communications, public relations, branding and event management, to improve the visibility of the organization and enhance its reputation. This role manages a marketing coordinator and content creator and provides expert advice to project managers and executive leadership on all aspects of marketing and communications.

Applications for this position will be reviewed on an ongoing basis until a successful candidate is selected.

Key Responsibilities

- Ensure the integrity of the brand in all marketing and communications materials.
- Manage all marketing and communications to secure buy-in associated with EHRC members, partners, clients and the public in alignment with the EHRC brand.
- Spearhead sales and marketing strategy and implementation, including new product development and revenue generation and forecasting.
- Manage a two-member staff team currently including a Marketing Coordinator and a Content Creator.
- Manage relationships and deliverables with third-party consulting firms in web-development, public relations, graphic design, videography, writing/editing, translation and other services as needed to achieve overarching marketing deliverables.
- Oversight of EHRC's public Relations firm to augment strategic initiatives to build brand reputation and reach.
- Develop, manage and track success of marketing strategies to achieve corporate objectives and unique to project or product stakeholder engagement requirements across communications channels.
- Develop and maintain relationships with the media, other national and regional associations and stakeholders.

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- Manage the writing, editing, design, production of media releases, brochures, backgrounders, major correspondence, executive speeches, position statements, newsletters and other thought leadership pieces.
- Oversee and manage EHRC presence in online channels and in-person events.
- Other duties as required by the executive management team.

Education, Experience and Skills

- Degree, Diploma or five years experience in a relevant field (e.g. marketing, communications, public relations, journalism);
- Five years of public relations and marketing management experience in a non-profit or B2B environment is a minimum requirement, with content management, website development oversight and/or web marketing experience.
- Three years project management, budget management experience.
- Three years social media and web analytics management experience.
- Experience executing strategic marketing plans.
- Excellent English communication skills (writing, editing, speaking).
- A well-honed sense of urgency.
- A professional work ethic, drive to work with passion and enthusiasm.
- A track-record of performance and fitting into high-performing teams.
- Ability to travel across Canada as required from time to time.

ASSETS

- Experience/familiarity with the electricity industry.
- Experience/familiarity with human resources challenges/opportunities.
- Bilingualism (French and English).

Work Environment and Compensation

- Position based in Ottawa as part of a hybrid work environment (3 days in office, 2 days from home).
- Three weeks vacation to start.
- RSP matching after one year of service.
- Flexible health benefits package upon completion of probation.
- Professional development and skill-building opportunities.
- Small office environment with team of ~20 staff.
- Very close to public transport, bike lanes, parking options, and local amenities.
- A good environment for professional growth.
- Some travel across Canada is required.
- Salary will be commensurate with experience and qualifications (\$85,000 – \$110,000/yr).
- This is a full-time permanent position.

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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.

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