



## Product and Services Marketing Manager

### **Job Summary:**

Working in accordance with the organization's strategic vision, core values and leadership competencies, and reporting to the Manager, Energy Products and Services, this position is responsible for providing leadership in the development and execution of marketing and promotional activities to attract and retain customers.

### **Key Accountabilities:**

Lead, develop and implement marketing strategies and plans for gas services and related products to attract and retain customers and lead through marketing campaigns and customer education to generate knowledge about the company's products and services.

Lead the development and implementation of long-term customer growth and retention marketing strategies in the residential and commercial customer market segments in order to contribute to the department's goals and objectives.

Develop communication and marketing plans along with a channel strategy for existing and new products and services to achieve the department's goals and support the sales team in growing sales opportunities to attach new natural gas customers and grow the customer base.

Act as a project manager, to execute communications and marketing tactics in accordance with the overall marketing strategy, along with monitoring costs and budgets, timelines, resources and measuring outcomes. Manage internal and external resources on related projects and activities.

Work collaboratively with various groups across the organization to manage the coordination and development of marketing and promotional material and the successful execution of FortisBC hosted events.

Establish and maintain effective working relationships with customers, trades, manufacturers, distributors, associations and other key stakeholders. Collaborate with internal departments to ensure a common understanding of customer growth and retention objectives.

Supervise and provide coaching to support performance, quality of work, and ongoing training and development of staff. Involved in selecting, orientating and training new employees

Initiate opportunities to research, analyze, propose and champion new and improved promotional and marketing campaigns.

Develop and maintain budget and ensure expenditures are both effective and efficient.

**Education and Experience:**

Bachelor's Degree in Marketing, Commerce or Communications or equivalent education from a recognized program, plus a minimum of four (4) years recent, related marketing / communications experience. Valid BC Driver's License required.

**Technical Competencies:**

- Experience in developing marketing strategies and tactical plans
- Experience in promotional campaigns and advancing channels strategies
- Demonstrated ability to develop creative strategies, initiate and champion projects, manage resources, obtain buy-in and drive projects to successful completion
- Demonstrated ability to estimate project duration, deliver on time, within budget, and manage a high volume workload
- Demonstrated ability to apply quantitative and qualitative research skills in development of effective and efficient marketing and promotional programs
- Demonstrated ability to communicate effectively both verbally and in writing
- Business development and customer relationship skills along with a sales mindset
- Demonstrated ability to develop, document and implement strategies
- Strong project management skills
- Demonstrated ability to establish and maintain effective working relationships
- Strong facilitation and presentation skills
- Demonstrated ability to analyse information and make sound judgments
- Demonstrated ability to manage ambiguity and change
- Knowledge of residential, commercial and industrial energy end--use market segments is an asset
- Knowledge of HVAC and related energy systems is an asset
- Computer skills (MS Office suite)