

Position: Market Development Manager

Location: Mississauga, Ontario

Reports To: Director of Market Development & Customer Retention



Your opportunity:

Our Market Development Managers are highly influential in the strategic decision making process in areas of new business development or customer retention. Our Market Development Managers are charged with building and maintaining the organization's market intelligence including economic and competitive analyses. They are also expected to design, lead, and evaluate the success of new business initiatives. The Market Development Manager combines a customer-centric mindset with proven analytical, problem-solving, and decision-making skills to determine the company's path forward in specific markets based on sound business principles.

Why you should join Just Energy:

We are a North American market leader in retail energy, green energy, and home services, with a market capitalization of nearly \$2 Billion, and millions of happy customers. Our work environment is described by three simple words: ENERGY, OPPORTUNITY, and GROWTH. We provide an energetic and engaging work environment that is focused on professional and business growth, and where our colleagues have opportunities to excel and be rewarded with further growth opportunities, competitive compensation, performance bonuses, share ownership, and group benefits. If you are energetic, bright, driven, and you want to be part of something really great, then join us. You can realize your potential here at Just Energy.

Your primary accountabilities:

- Perform ongoing market-specific customer, product, and competitive analyses involving synthesis of front-office inputs, energy market trends, and customer behavior patterns
- Recommend new product launches, market entries, and customer retention strategies and justify the required investments by building a sound business case and economic analysis
- Partner with stakeholders in the customer service, marketing, energy supply, and systems development teams to drive implementation of key initiatives
- Provide input and decision making authority to resolve escalated customer-facing issues and take steps to minimize future issues

Your qualifications:

- Minimum 5 years of proven experience developing, managing, or implementing customer acquisition and/or retention strategies, preferably in an industry involving subscription-based services
- MBA from top 20 business school or university undergraduate business degree with exceptional experience
- Excellent written and verbal communication skills along with ability to communicate complex ideas to a variety of audiences
- Solid understanding of marketing and competitive strategy fundamentals
- Extensive knowledge of common business issues and comfort with numerical and financial analyses
- Effective at managing multiple projects/tasks of varying complexities, meeting deadlines and working well under pressure

How you should apply:

Please send us your resume by email to careers@justenergy.com with the name of the position in the subject line

Please visit us at justenergy.com and je-un.ca