



Employer: Just Energy Corp.
Position: Marketing & Communications Manager
Department: Marketing
Reports to: VP, Marketing

Business Profile:

Just Energy is one of North America's leading electricity and natural gas retailers with offices in Canada and the U.S. Through its affiliates under its parent, Just Energy Income Fund, a publicly traded Income Trust (TSX: JE.UN), Just Energy provides over 1.6 million residential, small to mid-sized commercial and small industrial customers with the peace of mind that comes from knowing that they are protected from energy price volatility. In addition, through its subsidiary National Home Services, Just Energy sells and rents high efficiency and tankless water heaters, and through its subsidiary Terra Grain Fuels, produces and sells wheat-based ethanol. Just Energy is poised to become an industry leader in providing environmentally responsible energy supply solutions to consumers across North America.

Just Energy continues to focus on growth, professional development and fostering an entrepreneurial spirit that has made the company what it is today. We are looking for individuals interested in joining a fast-paced, dynamic, and growing company that is also a leader in the North American retail energy market. We offer competitive compensation with incentive bonuses, group benefits, a dynamic working environment and opportunity for growth that is unparalleled.

The Role:

This opportunity is ideal for the ambitious, self-motivated, organized, people-oriented individual. The role requires:

- Manage the brand of the corporation to best maximize sales.
- Identify, develop, and evaluate marketing strategy, based on knowledge of established objectives, market characteristics, and cost and markup factors.
- Evaluate the financial aspects of program development, such as budgets, expenditures, and return-on-investment and profit-loss projections (cost of acquisition) of marketing programs.
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with sales and supply stakeholders.
- Negotiate contracts with vendors and distributors to manage marketing program & product production.
- Use sales forecasting and strategic planning to ensure the sale and profitability of marketing initiatives, analyzing business development, and monitoring market trends.
- Confer with legal staff and compliance with all marketing messaging and have a keen eye for details and problem solving.

- Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market our products most effectively.
- Advise on emerging trends in marketing and maximize our brand visibility while having a focus on measureable sales.
- Work with sales to identify potential markets and design products and services to meet market demand.
- Management of marketing staff.
- Creation, coordination, and measurement of all online marketing activities.
- Be the lead on our SEO/M marketing initiatives.
- Develop our brand into the premier Green Energy Marketing Company in North America.

The Candidate :

The ideal candidate brings a wide range of marketing management experience, including the ability to take charge of projects and effectively see a project through to execution.

Requirements include:

- A university degree in Marketing (or a related field)
- At least 5 years of marketing experience
- A proven track record of stellar communications (written and verbal) and experience providing superior project results
- Strong attention to detail
- Previous management experience
- Experience in print production and Adobe Professional
- Previous energy sector or experience in a direct sales environment an asset

Application Process:

If you are interested in an opportunity with Just Energy, we hope to hear from you soon. Note that additional details about the company can be found at the following websites: www.je-un.ca and www.justenergy.com

Please send resume via email to: careers@justenergy.com and ensure you place the name of the position in the subject of the email.