



**Employer:** Just Energy  
**Position:** Marketing Communications Specialist  
**Department:** Marketing  
**Report to:** VP of 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.

**Role Mandate:**

Your position will be Marketing Communication Specialist reporting to the Vice President of Marketing or other such person as the company may delegate.

The Marketing Communication Specialist will assist with the deployment of all aspects of the Just Energy marketing communication mix for our North American markets. You will manage the development, execution and delivery of integrated, multi-channel marketing communications programs to meet marketing and sales objectives. Additionally, you will be responsible for the promotion in market of our services, and research in support of North American Sales. Everything you do is relatable back to maximizing market share and growing our business. You are accountable for giving best advice on how to create integrated communications that will build sales for Just Energy and deploy our brand in market to be the premier green energy solution provider.

**Key Accountabilities:**

- Manage our brand in various market territories to ensure targeted messaging relevant to the respective markets.
- Take our brand and products and get meaningful call to action into various customer communication channels.
- Assist the Marketing Program Specialist to ensure best management of communication channels both internally and externally.
- Coordinate production of online campaigns and partnerships.
- Creative thinking around our brand deployment in respective markets and tactical ways to implement programs in alternate customer communication channels to build our RCE sales.
- Assist and coordinate our website activities and work with senior management to best advise on how to maximize our online presence (SEO marketing).

- Coordinate internally messaging that can be deployed across multiple markets.
- Consistently be analyzing our existing campaigns to realize better ROI and get meaningful customer communications that maximize the sales opportunity.
- Excellent time management skills with the ability to meet tight deadlines with a 'think on your feet' approach.
- Be involved in marketing calls to our RSM's (Regional Sales Managers) to get feedback from the field on how marketing can best support our IC sales channel.
- Translate marketing briefs into detailed marketing communications tactical plans that expand our current marketing mix.
- Monitor the effectiveness of communication initiatives and channels across North America and make recommendations for improvement.
- Prioritize workflow into internal creative resources and serve as the primary day-to-day contact for shared services internally.
- Where necessary coordinate between internal client groups and external service providers.
- Help sales track and monitor marketing communications spend across regions and identify efficiencies and cost-saving opportunities.
- Ensure all communications meet legal and regulatory requirements and adhere to Just Energy's brand guidelines.
- Facilitate internal communications around marketing initiatives to ensure clear communication and expectation setting across various departments.
- Deploy our brand internally – at customer service and head office – through relevant messaging and visuals.

**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](http://www.je-un.ca) and [www.justenergy.com](http://www.justenergy.com)

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