

Marketing Specialist, Vancouver BC or Toronto ON

Creative Energy Overview

Creative Energy (<http://creative.energy/>) owns and operates one of the largest district energy systems in North America. Since 1968, we have been delivering outstanding customer service with a 99.99% reliability record. Today, our original plant in downtown Vancouver serves over 215 customers across more than 45 million square feet of connected real estate. Creative Energy aims to bring low-carbon energy to cities across North America and is currently developing over 15 new low-carbon district energy projects with a range of innovative technologies including ocean-exchange, geo-exchange, sewer-energy recovery, solar PV, and microgrids, and has offices in Vancouver and Toronto.

Creative Energy designs, builds, owns, operates, finances, and maintains sustainable neighborhood scale energy systems with an unwavering mission to instigate massive reductions in GHGs from the cities in which we operate in. Serving Canadian energy needs for over 50 years, Creative Energy's value proposition is based on a foundation of ingenuity, service reliability, exceptional customer service and continued growth. We know what it takes to build and operate the next generation of infrastructure to help our cities meet their energy, climate, and resiliency objectives.

Position Overview

Reporting to the Vice President of Development, the ideal candidate will be a marketing maven who is curious, motivated, and thrives in a fast-paced, entrepreneurial environment. As the Marketing Specialist, you will work with both internal and external stakeholders, taking ownership of all outward-facing collateral. From developing digital content and presentation materials to coordinating events and sponsorships, this hands-on role will appeal to a driven individual who can help shape Creative Energy's brand to establish the company as the leading district energy developer in North America.

Responsibilities include but are not limited to:

- Supporting events by organizing attendance at conferences, seminars, and webinars and contributing to event promotion
- Coordinating with the development team and other internal stakeholders to conduct high-quality reporting and maintenance of the Client Relationship Manager (CRM) system
- Assisting with the development of business proposals and client presentations
- Ensuring standardization of documentation and branding consistency across company materials
- Supporting the drafting and coordinating of press releases for major company announcements
- Developing visuals that clearly explain complex engineering and commercial concepts in digestible, engaging graphics for a diverse audience, collaborating with third-party marketing/graphic design firms where additional support is required
- Contributing to and maintaining company marketing collateral (fact sheets, project profiles, infographics, pitch decks)
- Developing social media content, updating, and refining the Creative Energy webpage, and driving online engagement.

Qualifications

- University or College degree in marketing or a related field

- One to three years of experience in marketing or communications, preferably in an energy/infrastructure/architecture/engineering or professional services firm
- Excellent writing skills with the ability to convert technical jargon into easy-to-understand messaging
- Proficient in MS Word, PowerPoint, Excel, InDesign, WordPress, Google Analytics, and Photoshop
- Experience with Client Relationship Management (CRM) systems is an asset
- Experience working in a fast-paced and collaborative environment
- Interest in emerging technologies and sustainability
- Strategic and analytical abilities as well as creativity and curiosity
- Impeccable attention to detail with a methodical approach
- Outstanding interpersonal and communication skills and a team-orientated approach, with patience, resilience, and flexibility
- Excellent time management skills with the ability to prioritize workload and meet deadlines
- Research skills

What to Expect

- Competitive salary
- Comprehensive benefits package including an RRSP package
- Collaboration with a nimble team geared towards hyper growth in a purpose-driven and sustainability focused company
- Opportunity to work on high-profile, large-scale development projects within an entrepreneurial organization using cutting-edge technology
- Flexible working hours with offices located in Toronto and Vancouver's downtown core

Interested?

If you are interested in joining us, please submit your resume and cover letter to careers@creative.energy. Only eligible candidates currently based in Canada will be reviewed. Only qualified candidates will be contacted.