



OPPORTUNITY BRIEF

MANAGER, MARKETING STRATEGY & BRAND

SEARCH CONDUCTED BY PLACEMAKING 4G

Statement of Intention: EfficiencyOne

We embrace a culture of belonging in the workplace. No matter who you are, where you're from, how you think, what you believe in, or whom you love, we welcome your application.

We all come from different backgrounds and different walks of life, bringing in unique perspectives and experiences. We encourage applications from 2SLGBTQ+, Black, Indigenous, African Nova Scotian, racialized persons, and People of Colour (BIPOC), women, newcomers to Canada, and people with disabilities. Please let us know if you require any accommodation in the application and interview process (including different materials or otherwise).

To support an intentional and inclusive hiring experience, E1 has partnered with the Placemaking 4G (P4G) search team. P4G is committed to creating a recruitment process that is thoughtful, relational, transparent, and grounded in care.

Our work has delivered more than \$5.6 billion in energy savings and avoided 12.7 megatonnes of greenhouse gas emissions in Nova Scotia.





About E1

E1 is a leading efficiency enterprise. We work with outstanding partners to supply cost-effective energy efficiency and carbon mitigation services in Nova Scotia and beyond.

Together, we help people achieve their energy goals, save money, conserve resources, and combat climate change. Our role is to inform and motivate Nova Scotians to use less energy, use it smarter, and enjoy the benefits of efficiency.

Our Values



While the world of energy efficiency is always changing and moving forward, the key characteristics of how E1 operates stay the same:

1. We are an independent, not-for-profit organization providing accountable, transparent services
2. We have clear performance targets
3. We are subject to regular, independent performance audits
4. We are backed by secure funding
5. We have the flexibility to evolve our mandate and scope of activities over time, in response to our changing environment

Learn more about how we are making an impact [here](#).

This Moment, This Position

The **Manager, Marketing Strategy & Brand** leads a team of marketers responsible for developing long-term, data-driven strategies that strengthen brand equity and drive customer engagement. You're a strategic leader who thrives on collaboration, coaching, and inspiring others to deliver measurable impact.

You'll shape the customer journey, guide brand evolution, and ensure every campaign supports EI's mission and goals.

How You Would Contribute

Team Leadership and Partnership Engagement

- Lead a team developing and executing brand and marketing strategies aligned with company goals.
- Collaborate with cross-functional teams to deliver on corporate priorities.
- Foster a team culture rooted in communication, creativity, and accountability.
- Partner with the Omnichannel team to create connected, personalized customer experiences.
- Build and maintain strong relationships with internal stakeholders and external agencies.

Marketing Strategy and Brand Operations

- Define brand positioning, identify target audiences, and ensure consistent messaging across all channels.
- Conduct market research to understand customer needs, trends, and opportunities.
- Oversee the brand's visual and verbal identity (logos, taglines, guidelines).
- Develop innovative, large-scale campaigns that drive awareness and participation.

Planning and Financial Oversight

- Measure and report on performance; adjust strategies using key insights.
- Manage marketing budgets, ensuring performance targets are met within budget.

Other Responsibilities

- Perform any other duties as required from time to time.

What Would Help You Succeed

- Post-secondary degree in Marketing, Business, or related field (or equivalent experience).
- 7+ years in marketing, with 5+ years in leadership.
- Proven success in brand strategy, CRM/data-driven marketing, and B2B/B2C campaigns.
- Strong creative and analytical thinking with a customer-first mindset.
- Skilled in interpreting data to drive strategic decision-making.
- Exceptional communication and leadership skills—able to inspire teams and partners.
- Proficiency with Microsoft Office and marketing analytics tools.
- Self-motivated, organized, and adaptable in fast-paced environments.



What to expect in your first several weeks on the job

In the first week, expect to:

- **Understand the Organization:** Get oriented with EI's mission, values, and impact on energy efficiency and greenhouse gas reduction in Nova Scotia.
- **Meet the Team:** Meet with marketing team colleagues and agency partners to familiarize yourself with 2025-26 strategies and North Star Vision.
- **Review Existing Materials:** Familiarize yourself with current marketing strategies, recent campaigns, brand projects and guidelines, and key performance reports.
- **Begin Observing Processes:** Sit in on meetings related to ongoing programs, campaign planning, and customer engagement strategies.
- **Set Up Tools & Access:** Gain access to relevant platforms (project management, CRM, analytics tools, budget, etc.) and begin exploring data and insights.

In the first month, expect to:

- **Expand Your Organizational Knowledge:** Deepen your understanding of EI's immediate and long-term strategic objectives.
- **Assess Current Initiatives:** Analyze ongoing marketing initiatives and their performance metrics—especially around brand and your team's roadmaps.
- **Identify Quick Wins:** Review the 2025-26 work plans, budget, and marketing processes to identify areas for quick wins and potential longer-term opportunities.
- **Start Contributing:** Develop a plan for your first 90 days, outlining key priorities and milestones.
- **Build Relationships:** Continue developing relationships with cross-functional teams and external partners to understand key touchpoints and customer needs.

In the first three months, expect to:

- **Lead:** Take the day-to-day lead of your team, ensuring alignment with Efficiency One's overall strategic vision.
- **Refine Strategies with Data:** Use analytics and customer insights to refine and optimize campaigns, improving engagement and conversion.
- **Enhance Brand Consistency:** Ensure all marketing content reflects brand accuracy and aligns with program objectives across all channels.
- **Communicate Results:** Report on strategy and campaign performance to stakeholders—emphasizing impact, engagement, and areas for growth.
- **Drive Collaboration:** Champion a customer-first approach by fostering collaboration among internal teams and aligning messaging across all touchpoints.
- **Influence Through Insights:** Begin influencing internal decision-making through data-driven marketing recommendations.



The Package

Location Dartmouth, NS (Hybrid)

Salary \$105,000 - 115,000 (placement depending on experience)

- Benefits**
- A culture that values **work-life balance** and **genuine care** for employees
 - An **engaging, fun**, and **inclusive** work environment
 - **Competitive salary** and a comprehensive benefits package starting **day one**
 - **Wellness programs**, challenges, and corporate gym memberships
 - **Career growth** and **professional development** opportunities
 - Contributing directly to **Nova Scotia's 2050 net-zero carbon** goals

What to Expect:

At Placemaking 4G, we believe recruitment should be relational and affirming. We're working with the organization to ensure candidates are respected, informed, and supported throughout.

- We closely review all applications and read each cover letter (we promise).
- If you are selected as a top candidate, expect an invitation to chat with a Lead Placemaker from P4G. This is someone who treats the recruitment process non-traditionally. We want to get to know what inspires you.
- Selected candidates will proceed to a virtual interview with the Lead P4G Placemaker and 2-3 organization representatives.
- Finalists may participate in a second-round interview or skills activity (virtual or in-person).
- P4G will check employment references and assist in presenting an offer to the successful candidate.

Apply now by
Clicking Here!

Applications will be accepted until **March 16th at noon AST.**

Please include a cover letter that speaks your experience and offers a glimpse of your personality.

Don't be generic. Be yourself.



Have questions about the role?

Reach out to the Lead Placemaker at P4G to learn more.

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