POSITION PROFILE

**Business Unit:** Market Communications and Development  
**Role:** Director, Market Development  
**Location:** Calgary, Alberta  
**Competition #:** EEA113

**JOB PURPOSE**

Reporting to the Vice President Market Communications and Development, the Director, Market Development is responsible for developing and implementing strategies to identify, engage and educate stakeholders to build capacity in the marketplace, in support of Energy Efficiency Alberta’s (EEA) strategic direction. The Director leads initiatives to build awareness, understanding and education of EEA and its programs amongst stakeholders engaged in the design, selection, installation and commissioning of energy efficiency and renewable energy projects -- specifically electrical, heating, ventilation and air conditioning, and other contractors; architects and engineers; solar installers; energy service companies; retailers, distributors, and manufacturers; and financial institutions.

The role will support continued development of the energy efficiency industry in Alberta. The Director will be required to build strong relationships with various stakeholders including industry associations, and industry and educational institutions to market programs in order to foster, encourage and build shared stewardship of energy efficiency and renewable energy in Alberta.

The role will work in partnership with the Director, Marketing and Communications to plan innovative market engagement programs and initiatives.

**RESPONSIBILITIES**

Oversee awareness and education initiatives to educate Alberta trade allies and other stakeholders about energy efficiency and renewable energy, and the value of participating in EEA programming:

- Foster support for energy efficiency market demand for related products and services.
- Coordinate stakeholder engagement and outreach with program implementation contractors.
- Lead development and implementation of cooperative marketing strategies with trade allies.

Lead development and implementation of stakeholder engagement strategy:

- Develop and implement stakeholder engagement strategies, programs, tracking tools, processes and reporting that enhances energy efficiency stewardship.
• Regularly conduct outreach to gather stakeholder input into program design and delivery.
• Assess and communicate market input into EEA program and portfolio design and delivery.

Lead capacity building programs and services, delivering awareness, education and training to trade allies, (including contractors and installers, builders, engineers and architects, energy service companies, manufacturers, distributors, retailers and financial institutions:

• Recruit, qualify and manage trade ally networks.
• Manage and administer education and training for trade allies, including technical training.
• Research and maintain awareness of leading energy efficiency practices to incorporate into programs, services, education and training.
• Oversee and monitor performance standards to ensure high professional standards and ethics are maintained.

Play a lead role or participate in industry organizations or associations.
• Write and deliver industry white papers, presentations and drive participation of key staff to demonstrate EEA’s programs and impacts.
• Participate in industry organizations, associations and committees at a local, regional and/or national level.

Lead respective work unit.
• Develop and manage work unit budget. Support business unit budget development and tracking.
• Hire, coach, mentor, develop and train staff.
• Oversee the resolution of conflicts and ensure performance issues are addressed in a respectful and timely manner.
• Ensure that team responsibilities and corresponding accountability are clearly established and met.
• Develop strategies for assisting staff in feeling engaged and connected to the organization, and recognized for their contributions.

ROLE SCOPE

The Director is responsible for providing leadership, direction, support and advice in a complex evolving and politically sensitive environment. Through innovation and creativity, the position is responsible for the development and implementation of stakeholder engagement and the development and support of EEA’s trade ally network. The position is responsible for creating strategies and action plans that encourage participation, partnership,
and stewardship of energy efficiency and renewable energy as an environmental and economic driver for Alberta.

The Director manages multiple projects, which requires the role to balance competing demands, perspectives, expectations, requirements and priorities. Added to this complexity are the various partners, stakeholders and public perceptions that must be factored into communication and marketing initiatives and decisions. The impact of the quality of development, outreach and engagement programs and initiatives reflects on EEA’s reputation and ability to meet objectives within the Climate Change Plan and EEA mandate.

**KNOWLEDGE, SKILLS + EXPERIENCE**

Requires a post-secondary degree in business administration, marketing, social, political or environmental sciences and/or technical or trade certification.

Requires 10 - 15 years of experience building strategic relationships and alliances and implementing stakeholder engagement strategies and initiatives, with at least five years at the leadership level.

Requires strong knowledge of public consultation best practices, mythologies and trends; IAP2 certificate is an asset.

Requires strong knowledge of account management theories and practices, stakeholder mapping best practices, customer relationship management systems and processes, and problem-resolution tracking processes. Experience within the energy or energy efficiency industry is an asset.

Requires solid knowledge in the following areas:

- EEA’s vision, mandate, business plans, goals, strategic priorities, and issues
- GoA Climate Leadership Plan
- Political environment within which EEA operates
- Broad understanding of energy efficiency issues
- Needs assessment and analysis methodologies

Requires the following skills and abilities:

- Technical competency related to energy efficiency and renewable energy
- Demonstrated leadership, supervision/mentoring, planning and project management
- Interpersonal skills to inspire flexibility, creativity, innovations and to meet ongoing challenges and change
- Organizational, analytical and decision-making skills
- Strong influencing, conflict resolution, mediation, negotiation, and facilitation skills
- Strong verbal and written communication skills
- Ability to manage change
- Ability to build, motivate and lead effective teams and contracted resources
- Ability to build strong work relationship, internal and external to EEA