

https://intscanada.com/job/marketing-lead/

????-Marketing Lead Hiring organization INTS Consulting ??????????? **Description Date posted** Posting End Date: 2023?6?28? July 05, 2023 Employee Type: Regular-Full time Union/Non: This is a non-union position Are you passionate about marketing and ready to use your marketing experience to play a key role here at Enbridge? Do you have experience in leading teams and building partner relationships? If yes, this opportunity is for you! This role provides an opportunity to join the Marketing, Customer Insights and Strategy (MCIS) team and steer the Marketing center of excellence (CoE)within Enbridge Gas Inc. As Supervisor Marketing, you will provide people and strategic leadership to a diverse and experienced marketing team. You will also be responsible for the development, and continual refinement, of an over-arching utility marketing strategy that brings alignment across the marketing initiatives built for various business partners. If you're looking to work for an innovative, inclusive employer that offers opportunities for growth, a competitive benefits and pension plan, and generous time off, Enbridge is your place. Come and join us! Internally this role is titled as Marketing Supervisor.

What You Will Do

- Provide direction, including resourcing, accountability, and prioritization of all Marketing CoE related work.
- Lead and manage the marketing team, guiding day-to-day work and coaching for development.
- Lead the development of utility-wide business partners' annual marketing
 plans and associated strategy including establishment of goals/targets (2)
 creation of campaigns/tactics (e.g., digital, print, social, web and mass
 media), (3) execution of tactics, (4) tracking and analysis of tactics' results
 and refining to optimize accordingly.
- Build and nurture positive relationships with cross-functional business partners (CoE clients) to develop ongoing dialogue and collaboration required to achieve understanding/adherence to the teams' processes and to support achievement of their related program goals and objectives.
- Lead the creative and experiential marketing agencies, including day-to-day communication, as well as overall relationship and issues management
- Budget management

Who You Are:

You have the following:

- 7 or more years of marketing or directly related experience
- · 4 or more years of people leadership experience
- University Degree preferably in Marketing, Communications, or related program.
- Agency management experience
- Strong leadership abilities, including developing employees and change management.
- Strong business sense providing direction and decisions regarding business strategy.

- · Strong communication, analytical and problem-solving skills.
- Previous experience within the energy sector preferred.
- Knowledge of energy industry including energy efficiency programs would be an asset.

Working Conditions:

This role is primarily office based with occasional travel. A valid Ontario G class Ontario driver's license and maintenance of a responsible driving record is required.

Flex work clause

Enbridge provides competitive workplace programs that differentiate us and offer flexibility to our team members. Enbridge's FlexWork (Hybrid Work Model) offers eligible employees the opportunity to work variable daily schedules with a flexible start and end time, to opt for a compressed workweek schedule, and the option to work from home on Wednesdays and Fridays. Role requirements determine your eligibility for each option or combination of options. #topemployer #joinourteam#Llhybrid

Diversity and inclusion are important to us. Enbridge is an

Equal Opportunity and Affirmative Action Employer

. We are committed to providing employment opportunities to all qualified individuals, without regard to age, race, color, national or ethnic origin, religion, sex, sexual orientation, gender identity or expression, marital status, family status, veteran status, Indigenous/Native American status, or disability. Applicants with disabilities can request accessible formats, communication supports, or other accessibility assistance by contacting

careers@enbridge.com

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