



**The MEARIE Group**  
**Job Posting – Marketing & Communications Manager (On-site, Office-based)**

The MEARIE Group - a company with a great history and an even more exciting future.

A company that reaches more Ontario residents working in the energy sector than any other. A company where the customer experience matters. A company with passion, potential and people who can and do make it happen.

We want enthusiastic and energetic people who can deliver and thrive in a customer-driven, high-performing culture. People that demonstrate a commitment to continuously invent, reinvent, and grow our business. We have great ambitions for both our company and for the energy sector here in Ontario.

Be part of The MEARIE Group and help us drive our business forward.

**What we offer**

- Stimulating and rewarding work, within a tight-knit, office-based organization
- The opportunity to grow professionally, gain exposure to a variety of aspects of our business, and help contribute to the future of the organization
- Competitive base salary
- Company-wide Incentive (bonus) program
- Defined benefit pension plan (OMERS)
- Comprehensive 100% employer-paid extended health and dental benefits including travel coverage
- Paid vacation plus personal/sick days
- Paid end-of-year company 'shutdown' period

**Job Summary**

Reporting to the Vice President, the incumbent is responsible for supporting the development of, then leading and coordinating the implementation and maintenance of an integrated communications, marketing, sales, and branding strategy – for organization The MEARIE Group (TMG) and all business lines - to ensure customer service and growth opportunities are maximized.

**Key Accountabilities**

*Marketing:*

- Collaborate with Product Managers and Senior Management Team members on customers service and growth opportunities
- Research and analyze data from several sources to identify new opportunities and trends
- Ongoing communication with internal stakeholders

- Work with Product Managers in developing and continually improving marketing strategies and tactical plans for all lines of business (property/casualty insurance, HR-related and training products and services, etc).
- In concert with Product Managers, coordinate the review and modification of the marketing strategies and tactics on a regular basis, and the generation of content by the Product teams
- Develop and implement content marketing initiatives on all selected channels. Lead the development of TMG's channel strategy.
- Participate in promoting and 'bringing to life' TMG's brand, including through the development/implementation of marketing and communication strategies/tactics, and internal communications
- Lead and champion the use and development of the corporate CRM/MarComms platform (Hubspot), leveraging this technology platform to drive customer service and growth results
- Inlead and coordinate the planning and execution of key client/stakeholder events

#### *Communications:*

- Draft solid messaging copy in the development of broadcast emails, social media, advertising, annual report, newsletters, corporate communications (executive speeches, presentations, etc.)
- Support strategic planning activities including the annual business plan
- Coordinate production and distribution of various marketing collateral including writing copy

#### *Business Development and Sales:*

- Develop, with Product Managers, growth and retention plans pertaining to all business lines, enabled by technology tools as well as traditional channels
- Join Product Managers and Senior Management Team members in direct client relationship building activities and execution on direct-engagement tactics in support of growth and retention objectives
- Deliver sales/sponsorship-acquisition support for certain event offerings, mainly through direct email and telephone communications
- Attend client-facing events, involving high level of interaction with Members/Clients, Prospects, and various Stakeholders
- Other duties as required.

#### **Educational Requirements**

- Post-Secondary degree/diploma in marketing, business administration, commerce, or related subject

#### **Skills, Knowledge, Experience**

- 5+ years of experience in content and relationship marketing
- 2+ years in a marketing capacity in the insurance industry would be a strong asset
- Comprehension of brand building and branding
- Ability to manage and prioritize several projects with a high attention to detail
- Strong time management and problem-solving skills
- Excellent verbal and written communication skills
- Expertise in brand and direct marketing, with demonstrable experience with digital channels, tactics, in addition to traditional channels. Experience in SEO would be an asset.
- Possess a combination of creative and analytical thinking and thrives in a fast-paced environment

- Property/casualty insurance experience and knowledge of electricity industry issues an asset

**How to Apply**

Interested candidates are invited to email a cover letter and resume to [hr@mearie.ca](mailto:hr@mearie.ca) with "Marketing & Communications Manager" in the subject line.

*We thank all applicants for their interest. However, only those applicants selected for an interview will be contacted.*