



Corporate Communications and Electricity Demand-Side Management (eDSM) Analyst

Position Type: Full-Time | Permanent

Location: on-site Acton ON

Join Halton Hills Hydro

At Halton Hills Hydro, we're proud to deliver safe, reliable electricity to homes and businesses across our growing community. As a trusted local utility, we combine a strong public service mandate with a progressive workplace culture. You'll join a dedicated team where your contributions support critical infrastructure, continuous improvement, and the future of energy delivery in Halton Hills.

Position Summary

The Corporate Communications and eDSM Analyst is a cross-functional role responsible for the planning, marketing, implementation, and communication of energy efficiency and corporate initiatives. This role blends technical understanding of energy management with strategic communications and marketing expertise to drive results both internally and with customers. You will serve as the bridge between customers and provincial DSM programs as well as managing corporate communications.

Key Responsibilities

Demand Side Management (DSM):

- Lead the marketing, planning, communication and reporting of DSM programs aligned with IESO guidelines and regulatory requirements.
- Development of annual DSM plan for submission and approval by IESO.
- Monitor, evaluate, and report on DSM program performance and results.
- Review C&I customer base and segregate by size, location and, where warranted, by business type.
- Develop marketing plans/campaigns to target customer classifications identified.
- Leverage social media and direct email to promote program opportunities.
- Evaluate opportunity to host program update sessions and pursue as deemed worthwhile.
- Create display and materials for distribution (as required) leveraging the Save ON Energy brand.
- Review and support marketing campaign for customers through social media and bill inserts/blasts.
- Identify opportunities to enhance participation in provincial and local conservation initiatives.
- Leverage website to provide program support materials and continue to support the Save ON Energy brand.
- Design and implement marketing campaigns to increase awareness and uptake of energy conservation offerings.
- Represent the utility in community outreach and customer events.



Internal & External Communications:

- Prepare briefings, reports, media releases, and presentations for senior leadership.
- Create engaging and informative content for a variety of platforms, including web, email, print, and social media (e.g., LinkedIn, X/Twitter, Instagram, YouTube).
- Manage social media presence for outage management, build awareness and reinforce brand messaging.
- Monitor engagement metrics and adjust strategies to maximize impact and reach.
- Ensure consistent, clear, and professional messaging across all communication channels.

Qualifications

- Post-secondary degree or diploma in Engineering, Environmental Studies, Marketing, Communications, or a related discipline.
- 5+ years of progressive experience in energy management, CDM, sustainability, or related programs is a strong asset.
- Strong background in communications, marketing, or public engagement, preferably in a utility or public-sector environment.
- Familiarity with Ontario's energy regulatory environment and IESO programs is a strong asset.
- Exceptional communication, presentation, and stakeholder management skills.
- Demonstrated experience managing social media content and strategy.
- Proven ability to manage cross-functional projects with diverse internal and external partners.
- Experience with data analysis, reporting tools, and content development (web, social, print).

What We Offer

- ✓ Comprehensive total compensation package;
- ✓ Opportunity to work with an experienced utility team;
- ✓ Direct experience within a highly regulated industry;
- ✓ Working in an environment with a strong commitment to safety;
- ✓ Training and development support and opportunities.

Application Instructions

- Email your detailed resume, in confidence, to hr@haltonhillshydro.com;
- Use **Communications & eDSM Analyst** for your subject line;
- Indicate in the body of your email where you saw this posting.

Halton Hills Hydro Inc. is an equal opportunity employer. Accommodation is available under the *Human Rights Code* and the *Accessibility for Ontarians with Disabilities Act*. Applicants need to make their required accommodations known in advance.

We thank all applicants for their interest however only those selected for an interview