



Position Specification

Utility Company

Director of Marketing

The Company

Our client supplies clean efficient gas energy throughout the state of Hawaii through utility gas systems and non-utility propane tank delivery systems. Established in 1904, they are the only utility company with operations on all of the islands and enjoy a reputation for high reliability and cost effective energy solutions.

As the energy market changes, costs become more volatile, and the desire for renewable and sustainable energy alternatives increases. Our client is looking for an individual to assist in developing and implementing a marketing strategy that will meet the objectives of the community they serve. Accordingly, they have developed a value proposition centered on delivering thermal energy, in the form of gas, primarily for water heating, cooking, clothes drying and other direct uses for gas in our warm weather community where space heating is not a driver for demand.

The Position

Location

Honolulu, Hawaii

Job Summary

This position is a senior, strategist position, but it also requires a certain amount of hands-on work as well. They are a small team and need someone who can provide direction AND implement.

Reporting Relationships

The Director of Marketing reports directly to the President & Chief Executive Officer. The Director of Marketing will also be the primary liaison between the Company and its primary branding and marketing communications provider.

Responsibilities

The information in this section describes the essential functions and general nature and level of work performed by the employee in this classification. It does not contain a comprehensive inventory of all duties, responsibilities and qualifications. Primary responsibilities include:





Strategy Development

- Prepares, in consultation with the VP Sales & Customer Loyalty and other key executives, a strategic marketing plan, including annual and five year budgets.
- Develops strategic marketing direction consistent with our Value Proposition and business plan.
- Develops and maintains statistical information regarding market share, market segments and targets for use by management and sales.
- Tracks progress toward market share growth and goals.
- Evaluates, through research and empirical studies market opportunities, the success of sales programs, marketing tactics and advertising/promotion initiatives.
- Develops and monitors expected customer purchasing behavior profiles and utilizes this information to assist management in setting priorities for marketing initiatives and customer acquisition strategies.
- Maintains relationship with industry associations, government resources and other entities that provide market data and intelligence.
- Understands and maintains data on the competitive conditions in the market with respect to direct competitors, other energy providers and indirect competitors.
- Articulates overall value proposition and key messages for internal and external use in collaboration with the VP Communications.
- Provides focus in achieving product leadership by developing and executing brand strategies
- Develops and implements appropriate communications strategies by segmenting and researching target markets in collaboration with the VP Communications.

Client Research and Business Development

- Organizes and implements client satisfaction surveys, client development activities, client skills training and special events.
- Develops and administers marketing database which includes client and prospect information, mailing list applications, access to financial reports, etc.
- Supports the Company's involvement in various business and community services networks.
- Coordinates business development and marketing activities via these relationships.
- Works with the VP Sales & Customer Loyalty to coordinate the Company's long term prospecting activities for strategic accounts and assists with the proposal generation process for major accounts and prospective major clients.
- Coordinates trade show and educational participation, programs and participation.
- Works with Sales, Sales Engineering and others to establish and maintain commercial relationships with major vendors of gas equipment/appliances for joint marketing purposes.
- Develops and maintains rebate and incentive programs.
- Acts as liaison between marketing, sales and government affairs functions.

The Candidate

Education

Bachelor's degree in Business Administration, Marketing or related field. MBA or advanced degree is desirable.





Professional Qualifications (Education, Knowledge and/or Experience)

- 12+ years of Marketing/Sales experience with a minimum of 7 years in a utility or energy related industry environment required.
- Experience in the renewable/sustainable energy sector is highly desirable.
- Leadership: a demonstrated ability to lead people and get results through others.
- Technical skills in strategic planning and marketing, business and market development, market research and planning and promotions/advertising.
- Experience with the creative development process and program execution.
- Strong Analytical background (hands-on modeling experience in the past is preferred). Experience in analytics quantified as the ability to develop analytic solutions using the following tools and techniques: Predictive Statistical Models; Customer Profiling; Survey Design and Analysis; Sales Force Optimization.
- Experience with sales and marketing budgets, P&L, forecasts, etc.
- Managing a marketing department/multiple marketing disciplines, employee and investor communication is required.
- Cross-functional experience with engineering, new product development, operations and supply chain.

To learn more about this opportunity or provide a confidential referral, please contact:

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Reference Code: Director-Marketing_UtilityCompany_242-01_PPI

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