

Candidate Brief

Director, Marketing Solutions

Hydro One | 2025



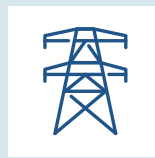


About Hydro One

Hydro One Limited, through its wholly owned subsidiaries, is Ontario's largest electricity transmission and distribution provider with approximately 1.5 million valued customers, approximately \$32.8 billion in assets as of December 31, 2023, and annual revenues in 2023 of approximately \$7.8 billion.

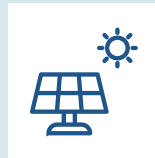
Our team of approximately 9,700 skilled and dedicated employees proudly build and maintain a safe and reliable electricity system which is essential to supporting strong and successful communities. In 2023, Hydro One invested approximately \$2.5 billion in its transmission and distribution networks and supported the economy through buying approximately \$2.5 billion of goods and services.

Core Services



Transmission and Distribution

Hydro One owns and operates over 30,000 circuit kilometers of high-voltage transmission lines and approximately 123,000 circuit kilometers of low-voltage distribution lines.



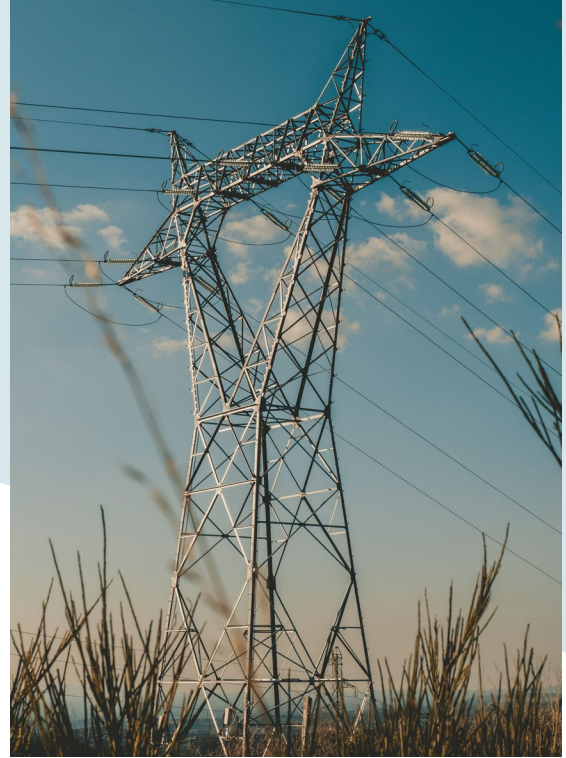
Customer Service

The company provides end-to-end electricity services, including billing, outage management, and tailored solutions for residential, commercial, and industrial customers.



Sustainability Initiatives

Hydro One integrates environmental, social, and governance (ESG) principles into its operations, actively working to reduce its carbon footprint, promote biodiversity, and support renewable energy initiatives.



MISSION AND VISION

Hydro One is committed to providing safe, reliable, and sustainable energy solutions to fuel Ontario's growth. The company's vision is to be a trusted partner in energizing life while driving innovation and environmental stewardship to meet the evolving needs of its customers and communities.

WORKPLACE CULTURE AND VALUES

Hydro One prides itself on fostering a [diverse, inclusive, and collaborative workplace](#). Employees are encouraged to innovate and excel while upholding the company's core values of integrity, respect, and teamwork. As an employer, Hydro One offers competitive benefits, professional development opportunities, and a commitment to safety and employee well-being. Hydro One is honoured to be recognized by **Forbes** in its list of Canada's Best Employers for 2024.

COMMUNITY IMPACT

Beyond powering Ontario, Hydro One invests in [community development](#) through partnerships, sponsorships, and local programs. The company actively supports Indigenous communities, prioritizing engagement and economic inclusion, and collaborates with stakeholders to ensure equitable access to energy services.

WHY JOIN HYDRO ONE?

Hydro One offers a unique opportunity to make a tangible impact on Ontario's energy landscape. By joining the company, candidates become part of a dynamic team that champions innovation, sustainability, and community empowerment while tackling the challenges of a rapidly evolving energy sector.

For more information, visit www.hydroone.com.



The Opportunity

The Director of Marketing Solutions will spearhead Hydro One's customer-centric brand strategy and position the marketing function as a strategic driver of business outcomes. They will accomplish this by fostering trust with customers, partners, and Ontarians by creating genuine, meaningful connections that align with Hydro One's mission: meeting the growing demand for electricity while advancing toward a net-zero future.

With emotional factors significantly influencing brand impressions in the utility sector, the Director will build and leverage integrated marketing solutions to enhance brand loyalty, customer engagement, and public confidence in Hydro One as a leader in the energy transition. Collaborating closely with the Vice President of Marketing and Communications, the Director will champion innovative marketing approaches that reinforce Hydro One's relevance and impact in addressing the increasing demand for electricity and supporting the clean energy economy.

This position is an exceptional opportunity to contribute to a highly influential organization at the forefront of the energy transition and make a tangible contribution to achieving sustainability goals.

REPORTS TO:

[Vice President, Marketing and Communications](#)

DIRECT REPORTS:

Senior Manager, Integrated Marketing; Manager Content Marketing (9); Manager Digital (3)



Key Responsibilities

STRATEGY, PLANNING & BRAND DEVELOPMENT (30%)

- ❑ Collaborate with the VP and senior leadership to define marketing goals and KPIs. Monitor the effectiveness of marketing campaigns using analytics tools.
- ❑ Manage the external brand marketing vendor to develop a master brand campaign and ensure objectives are met, on time and budget.
- ❑ Build a performance culture that focuses on ROI and brand affinity and positions Hydro One as an impactful business partner to internal stakeholders.
- ❑ Collaborate with the Research & Insights team to ensure a high degree of rigour around customer research, insights, and testing.

CAMPAIGN DEVELOPMENT & STAKEHOLDER SUPPORT (40%)

- ❑ Support the VP in providing strategic counsel to senior stakeholders, translating business objectives into effective marketing strategies.
- ❑ Work in partnership with the Director of Corporate Communications to set annual priorities, refine and adhere to the intake process for internal stakeholder requests, and allocate resources, budget, and timelines.
- ❑ Ensure marketing activities are aligned with internal stakeholders' goals and expectations, ensuring the integration of brand positioning, audience segmentation, and customer journey optimization.
- ❑ Oversee the development, execution, and optimization of multi-channel marketing campaigns that span traditional, digital, and emerging platforms.

STAFF & VENDOR STAKEHOLDER MANAGEMENT (10%)

- ❑ Lead cross-functional teams of marketing professionals, providing mentorship, guidance, and professional development opportunities.
- ❑ Foster cross-functional collaboration between creative content, digital platforms, content marketing, and analytics to deliver effective marketing solutions.
- ❑ Negotiate vendor contracts and relationships to ensure maximum ROI.

CORPORATE AND INTERNAL COMMUNICATIONS (20%)

- ❑ Create high-impact marketing materials for internal and external use, including sustainability reports, video for town halls, etc.



The Ideal Individual

- ★ A strong background in digital marketing and data-driven strategies, and the ability to create customized solutions for diverse business needs.
- ★ A data-driven mindset with proven experience developing and managing integrated marketing campaigns across various channels to drive business growth.
- ★ Strong knowledge of digital marketing, including SEO, SEM, social media, email marketing, and analytics.
- ★ Excellent leadership, communication, and interpersonal skills, with the ability to work collaboratively with cross-functional teams and external partners.
- ★ Bachelor's degree in Marketing, Business, Communications, or a related field.
- ★ Ten-plus years of marketing experience, with at least five years in a leadership role.
- ★ The ability to work in a fast-paced organization managing competing priorities.
- ★ A management style that is confident, smart, persuasive, open to feedback, likable, and collaborative.
- ★ The professional maturity to be able to create a strategic direction while still being willing to pitch in when needed by your team.
- ★ Experience in leading brand marketing is an asset.
- ★ Experience with AI marketing tools is an asset.

ADDITIONAL INFORMATION

The Hydro One office is located at 483 Bay Street in Toronto. Candidates will come into the office on Tuesday and one other day of the week.

The marketing and communications team is a 24/7 service centre and must be available during major events such as storms and power outages.



Steps in the Selection Process

EXPRESSING YOUR INTEREST

To be considered for this role, please submit your resume and cover letter to Vesna Markovic at vesna@searchsmart.ca. We assure you that all personal information will be handled with the utmost confidentiality.

CANDIDATE REVIEW AND SHORTLISTING

Upon receiving applications, we carefully review all resumes and cover letters against the client's requirements and compare candidates to ensure the best fit.

INITIAL SCREENING WITH OUR TEAM

If your qualifications align with the client's criteria, we will reach out to schedule a short telephone meeting. This conversation allows us to assess your interest and suitability for the role and to provide you with additional information about the opportunity. Candidates advancing to the next stage will be asked to sign a Candidate Agreement. We will keep you informed about your progress after this step and confirm your interest.

Candidate Charter

Our [Candidate Charter](#) is a testament to our commitment to treating candidates as valued partners in the executive search process. We believe that fostering trust, transparency, and mutual respect benefits all parties involved.

CLIENT INTERVIEW PROCESS

Shortlisted candidates will be invited to meet with the client for an interview. This will typically involve a detailed discussion and may include a presentation or other preparatory tasks. Depending on the client's needs, follow-up interviews may also be scheduled.

After you meet with the client, we will communicate their feedback promptly. If you are chosen to move forward to a second round of interviews, we will conduct an initial reference check with an individual familiar with your professional experience. This interview may involve a selection committee.

FINAL STEPS AND OFFER

Once all checks (reference, education, criminal, social media, and credit if applicable) and you are identified as the preferred candidate, the client will extend a verbal offer. At this point, the terms and conditions of the offer will be discussed with you.

How to Apply

We thank all candidates in advance. We will, however, contact only those selected for an interview. To apply, please submit, in confidence, a resume along with a cover letter that sets out your interest and experience for the role. Please include your salary expectations for the role in your cover letter. Please send your resume to vesna@searchsmart.ca.

Hydro One is an equal opportunity employer. In accordance with the Accessible Canada Act, 2019 and all applicable provincial accessibility standards, upon request, accommodation will be provided by both SearchSmart and Hydro One throughout the recruitment, selection and/or assessment process.

Commitment to Diversity, Equity, and Inclusion

At SearchSmart, we are deeply committed to fostering diversity, equity, and inclusion (DEI) in every aspect of our work. We believe that diverse teams drive innovation, equity promotes fairness, and inclusion ensures that every voice is valued.

Our approach to executive search prioritizes creating opportunities for individuals of all backgrounds, experiences, and perspectives to thrive. We actively work to identify and mitigate bias in our processes and to present candidates who bring diverse expertise and lived experiences.

By integrating DEI into our mission, we empower our clients to build leadership teams that reflect the communities they serve, unlocking potential and driving meaningful change. At SearchSmart, diversity, equity, and inclusion are more than values—they are foundational to who we are and what we do.



CONTACT DETAILS

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Vesna Markovic, Director of Research & Operations | 647 608 3595 | vesna@searchsmart.ca



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