

Regional Manager – Eastern Canada

Job Description

As **Regional Manager, Eastern Canada**, you are responsible for the growth and success of the Canadian Hydrogen and Fuel Cell Association (CHFCA) branch in your region: Hydrogène Québec and to support the CHFCA in Ontario, Quebec and the Atlantic provinces. You will assist the hydrogen and fuel cell sector in your region by overseeing marketing, communications, government relations and selected event management activities, with the objective of helping sector grow, increase visibility for the sector and grow revenue for the association through new memberships and events. In addition, you will support the national association with selected projects and initiatives. You will report directly to the President & CEO of the CHFCA with dotted line responsibility to the Hydrogène Québec Executive Committee Chairperson.

Specific duties include but are not limited to:

Branch (Hydrogène Québec) Responsibilities

- Grow branch membership;
- Develop the annual objectives and budget for the branch in consultation with the branch Executive Committee, the CHFCA President and CHFCA CFO
- Manage branch activities to achieve the objectives and budget;
- Schedule and lead branch meetings and prepare meeting minutes accordingly;
- Regularly communicate with and update the membership of Hydrogène Québec;
- As a registered lobbyist, manage government relations with Quebec provincial and municipal governments, including advocacy on behalf of the sector in line with CHFCA guidelines and messaging;
- Coordinate the branch's participation in Quebec conferences, webinars and tradeshows;
- Maintain a social media presence for Hydrogène Québec;
- Prepare and submit funding applications, manage reimbursement claims, and prepare progress reports.

National Responsibilities

- As a CHFCA management team member, assist in development and execution of the national strategy and objectives of the CHFCA;
- Participate in regular management meetings, reporting on activities in Eastern Canada;

- Support the President in development of additional branches in Ontario and the Atlantic provinces, including (if required) branch management responsibilities for any new branches;
- Assist in managing service providers (communications companies, event management);
- Assist the Operations Manager with Eastern Canadian member representation in outgoing trade missions;
- Assist in organizing B2B matchmaking sessions and/or networking events for Eastern Canadian companies in collaboration with the federal and provincial governments;
- Produce and translate written and visual content including press releases, presentations, letters, reports, surveys and marketing materials;
- Assist the President, Operations Manager and CFO with national events. (e.g.: f-cell+HFC).

Qualifications

- Undergraduate degree in business and/or marketing and/or communications or technical degree with significant business/marketing experience
- Minimum 8 years work experience preferably in marketing and/communications
- Fluently bilingual English – Français
- Ability to work from a home office in the Montreal area
- Experience in and passion for the cleantech sector
- Ability to understand and effectively convey information about a technical sector to a diverse audience: public, government and industry stakeholders
- Excellent interpersonal skills
- Motivated self-starter able to work with limited supervision