

The Ascendant Group Limited is a publicly traded investment holding company. The mission of Ascendant Group is "Everyday we provide the people of Bermuda with energy and services to enhance their lives". We invite applications for the position of

Senior Vice President, Marketing and Communications

Job Description: Reporting to the Ascendant Chief Executive Officer, this seasoned marketing executive will be accountable for leading and influencing a team that creates a customer-centric culture while engaging and delighting customers. The successful candidate envisioned for the role will have a strong understanding of working in a regulated business environment with prior Business-to-Consumer (B2C) experience.

Key Job Responsibilities include but are not limited to:

- Take a leadership role in promoting exceptional customer relations and building the Ascendant Group brand.
- Drive the internal transformation needed to achieve the desired customer experience and feedback as a proven people leader.
- Create an industry leading customer-centric organization by building an internal structure that focuses on excellence through the customer value chain, while also focusing on building the brand outside the transactional experience.
- Operate as a strategic resource for the Chief Executive Officer and senior leadership by driving organizational performance to best-in-class industry customer satisfaction.
- Create and implement Ascendant Group's branding, marketing, media, communications, and community engagement strategies across multiple companies. Regularly present to the Board of Directors and community stakeholders.
- Develop customer research capabilities to capture the "voice of the customer" through transactional interactions, external surveys, competitive benchmarking and market research.
- Effectively partner with Ascendant business units to ensure that goals are met through customer service process improvements, effective use of technology and shared resource utilization.
- Develop and execute strategies for the design of new customer programs, products, pricing strategies, services and solutions in both a regulated organization and competitive non-regulated companies.
- Identify, assess, and implement all appropriate investments in technology designed to elevate the customer experience

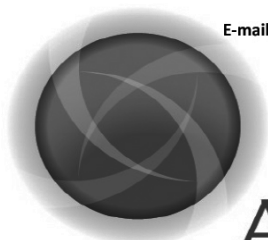
Key Job Requirements:

- The successful candidate must possess the appropriate combination of education, training and experience necessary to achieve success in the mandate. A relevant undergraduate degree strongly preferred and related postgraduate study would be considered an asset.
- Seasoned marketing executive of a successful company or business unit within an established company of relevant scale, preferably in a B2C environment.
- At least 10 years of strategic marketing experience across multiple product and marketing disciplines.
- Previous experience in a rate-regulated, utility business will be very advantageous.
- Leadership experience of either a utility or highly regulated businesses.
- Extensive knowledge in management, public relations, brand building and customer experience design/development.
- Proven leadership pedigree and ability to partner with the Chief Executive Officer and Senior Leadership Team to drive efficiency throughout an asset intensive or industrial services business impacted by government regulations.
- Success implementing strategic objectives with notable improvements in competitive position.
- Demonstrated ability at creating executive communications, internal communications, competitive messaging, and editorial outreach.
- Strong situational awareness; ability to quickly evaluate threats and opportunities within a rapidly changing environment.
- Impeccable ethics, integrity, credibility and authority with a track record that establishes a sense of urgency for growth.
- Strong leadership experience and measurable impact on positive outcomes of key business and regulatory agendas.
- An established track record of attracting, developing, and retaining high-quality talent.
- A strong sense of accountability and a high-performance orientation.
- Ability to lead across a diverse organization integrating accountability, engagement, communication, and connectivity through interpersonal leadership.
- Exceptional interpersonal and leadership skills (e.g., tact, influence, diplomacy, communication effectiveness) and the ability to manage complex relationships with peers, unions, and external stakeholders (the government).
- Strong problem-solving competencies and a predisposition toward action and productivity.
- A hands-on orientation, experience working within a regulated environment, and exposure to working internationally

Ascendant Group Limited is a drug, alcohol and smoke free environment and, as such, requires all applicants to successfully pass a pre-employment drug and alcohol screening prior to an offer of employment.

Please send a letter and current resume or curriculum vitae to indicate your interest in being considered for this position. Your indication of interest will be kept strictly confidential and will not be known beyond the executive search committee and the executive search firm.

Application deadline: Tuesday, February 7, 2017
Apply to: Executive Search Committee
27 Serpentine Road, Pembroke, HM07
E-mail: executivesearch@ascendant.bm



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