



Position Title: Director of Marketing

About North Atlantic

Headquartered in St. John's, Newfoundland and Labrador, North Atlantic is a diverse and growing operator in retail (fuel, convenience, quick service restaurants and carwash) commercial, and wholesale fuels. A leader in the energy industry in the region for more than 30 years, its group of companies, NARL Marketing LP, North Sun Energy, NARL Logistics LP, Canadian Maritime Agency Ltd. (CMAL) and Terra Velo Solutions (TVS), collectively manage a robust energy and logistics network across Atlantic Canada, supplying customers with gasoline, diesel, marine fuel, heating oil, and jet fuel.

As we advance our business for the future, North Atlantic is driven to developing efficient and green energy solutions aligned to the needs of the world in which we live. Committed to sustainable and responsible business practices, we're driving industry forward, supporting new skills and new jobs for this ever-evolving landscape.

North Atlantic has built its reputation on quality products, extraordinary service, and support for local communities. With our people first approach, North Atlantic looks for dynamic individuals who take initiative and who are committed to fostering a strong team environment. We want people who are known for their positive attitude, genuine communications, and personal drive.

For more information about the North Atlantic, please visit www.northatlantic.ca

Position Overview

We are seeking a dynamic Director of Marketing who is passionate about leveraging data to inform marketing strategies and initiatives, aligning marketing efforts with business outcomes, and executing marketing initiatives that drive growth, enhance brand visibility, and advance customer acquisition and retention. The ideal candidate will have a proven track record in the retail sector, with a strong focus on data-driven decision making. This position will oversee all aspects of marketing for the North Atlantic group of companies.

Duties and Responsibilities:

- Drive sales and metrics focused leadership to develop and execute marketing initiatives with clear performance targets, tracking results against sales and revenue metrics.
- Develop and execute comprehensive marketing strategies, targeted promotions and initiatives that drive sales growth and enhance market share.
- Conduct market research to identify trends and opportunities in the retail fuel and convenience store, quick service restaurant and carwash sector in Newfoundland and Labrador, Nova Scotia, and Prince Edward Island.
- Utilize data analytics to assess the effectiveness of marketing campaigns and adjust strategies accordingly.
- Ensure brand consistency and strategy alignment across all platforms and channels.
- Collaborate with cross-functional teams to ensure marketing initiatives align with overall business objectives.
- Monitor and report on key performance indicators (KPIs) to evaluate success and inform future strategies.
- Lead the marketing team in creating compelling content and campaigns that resonate with our target audience.



- Negotiate and manage contracts with external service providers ensuring consistency with North Atlantic's policies and procedures.
- Provide regular reporting and actionable insights to inform marketing strategy and continuously improve programs.
- Develop and optimize social media strategies, including social media, SEO and online platforms.
- Oversee the Loyalty program to ensure optimal performance and growth based on analytics.
- Lead the Marketing team creating a team environment that encourages excellence, collaboration, inclusion, and professionalism by using performance management techniques to motivate employees.
- Prepare and present reports to the Executive team and ownership to demonstrate qualitative results, strategies and plans.
- Other duties as required.

Qualifications

- Degree in Marketing, Business Administration, or related field; MBA preferred.
- 7+ years of experience in marketing leadership, preferably in retail or convenience store industries.
- Demonstrated high level of accountability, integrity, and ethics with steadfast resolve.
- Strong analytical skills with the ability to interpret data and make informed decisions.
- Experience using digital platforms to advance marketing objectives.
- Proficient in Microsoft Office Suite.
- Demonstrated skills, knowledge and experience in the design and execution of marketing strategies.
- Demonstrated success in developing marketing strategies that achieve measurable business outcomes.
- Experience developing and managing budgets, hiring, training, developing, supervising and appraising employees and promoting a culture of high performance and continuous improvement.
- Exceptional problem solving and communication skills.
- Strong creative, strategic, analytical and organizational skills.
- Excellent oral and written communication skills and presentation, including copywriting and editing.
- Personal presence and influence who has the confidence to strategically move the organization forward while respecting boundaries.
- Ability to foster effective collaboration with internal and external stakeholders.
- Ability to plan, organize, develop, implement, and interpret goals, objectives, and policies.
- Sound analytical thinking, planning, prioritization, and execution skills.
- Enthusiastic, self-starter with the ability to work as a team, and take initiative to contribute to the company's overall success.



North Atlantic is committed to Employment Equity. Accommodations during the recruitment process are available upon request for candidates with disabilities.

Diversity, equity, and inclusion are an integral part of our values. We are always striving to build a more equitable, engaging and rewarding workplace by attracting and retaining talented people from a diverse range of backgrounds, cultures and experiences. Our aim is to help everyone reach their full potential and achieve their personal and professional goals.

We offer a competitive compensation and benefits package which include Health and Dental • Wellness Program • Short-Term and Long-Term Disability • Life Insurance • Company Pension Plan with employer contribution • Employee and Family Assistance Program • Free on-site parking • Employee engagement activities

If you are a highly motivated team player, have the qualifications, and are prepared to meet the challenges as outlined, apply by submitting your resume and cover letter to careers@northatlantic.ca by October 14, 2025.