

Employment Opportunity

Communications Director

Position Overview

The Pembina Institute is seeking an experienced, innovative and values-driven communications professional to help us make an impact on climate policy in Canada. As director, the successful candidate will be responsible for shaping and executing the Pembina's Institute's organizational communications strategy, maintaining and growing our brand, mentoring and providing direction to communications team members, overseeing quality assurance processes, and leading on issues management.

The role requires a demonstrated ability to develop, execute and measure effective communications strategies; proven experience in media relations, digital engagement, editing, online publishing and issues management; a deep understanding of the political, social and economic contexts affecting decisions about energy and environmental policy; proven team leadership skills; success in executing change management initiatives; and strong interpersonal communication and conflict resolution skills.

Why the Pembina Institute?

The Pembina Institute is a national non-partisan think tank that advocates for strong, effective policies to support Canada's clean energy transition. Through research and convening, we employ multi-faceted and highly collaborative approaches to change to reduce the environmental impacts of energy production and use.

Our people are passionate about sustainability and dedicated to enabling positive social change. Our organizational culture encourages creativity and collaboration, and we offer a flexible and fast-paced work environment that rewards honest character, personal initiative and innovation. The successful candidate will join our dynamic team of nationally recognized professionals working on delivering clean energy solutions into the hands of Canada's decision makers and key influencers.

Compensation and Benefits

The salary rate is competitive for a communications director in the environmental non-profit sector and will be based on skills, experience and qualifications of the successful candidate.

Benefits include:

- extended health and dental
- four weeks of holidays per year
- flexible work hours
- strong growth potential in an entrepreneurial business environment
- RRSP plan
- training and development opportunities

Further terms of employment will be discussed with candidates during the interview process.

Roles and Responsibilities

No day is the same as the next working in communications at the Pembina Institute. This role is best suited for a communications professional who is accustomed to a fast-paced work environment and is adept at juggling multiple competing priorities at once, and who is a strategic thinker. Succeeding in this role requires assertiveness, creativity, openness to challenging ideas and being challenged in return, flexibility, a strong work ethic, excellent time and project management skills, and resourcefulness. A successful candidate should be a big picture thinker, while also demonstrating rigorous attention to detail. As a non-profit, we must be efficient and strategic in our use of resources — defensible, trustworthy and evidence-based policy analysis is the bedrock of our communications and our reputation. As director, your job would be to uphold that standard in the Institute's communications work, both within the organization and externally.

- In conjunction with the national strategy director, set the strategic direction for Pembina Institute communications work
- Lead a national team of communications professionals, provide mentorship and foster team cohesion among regions
- Lead on issues management
- Oversee workplanning and timelines, and manage reactive opportunities as they arise
- Set standards and expectations across the organization to ensure consistency of message, tone and strategy
- Manage the Institute's brand including overseeing all public-facing media, websites and releases; lead on updating branding as necessary

The communications director reports to the national strategy director, and is part of the organization's senior leadership team.

We are looking for a candidate to work from one of our five offices: Calgary, Edmonton, Toronto, Ottawa or Vancouver. The position is full time (40 hours a week) and will require some travel and occasional work on weekends and evenings.

Skills and Qualifications

Candidates must clearly reflect the following skills and experience in their application:

- At least five years of work experience in a senior communications role and a demonstrated ability to develop, execute and measure effective communications strategies.
- Deep understanding of the political, social and economic contexts affecting decisions about energy and environmental policy in Canada and internationally.
- Proven team leadership skills including performance management, a commitment to personal accountability and leading by example.
- Proven experience in media relations, digital engagement, technical and copyediting, online publishing, and issues management.
- Proven success with innovative engagement strategies across a variety of platforms.
- Experience with government relations, corporate engagement and policy advocacy approaches.
- Experience with popular, persuasive and rhetorical writing techniques and the ability to tailor both tone and style for various audiences.
- Success in executing change management initiatives and achieving desired outcomes.
- Strong interpersonal communication and conflict resolution skills.
- Familiarity with the B.C., Alberta, Ontario and national media markets.
- Familiarity with Salesforce or similar CRM software, and working knowledge of Microsoft Office program and Adobe Creative Suite.
- Working proficiency in French is an asset.
- Post-secondary education in communications, marketing, public relations or journalism.
- A willingness to learn, a commitment to personal growth, a healthy sense of humour and enthusiasm for experimenting with various tactics and tools.

To Apply

Email your cover letter and resume to careers@pembina.org. Please ensure the following:

- Subject line includes Communications Director and your last name
- Cover letter (max. two pages) explains why you are interested in working with the Pembina Institute and how your skills and qualifications meet the criteria outlined for this position
- Resume outlines your relevant skills, education and experience
- Cover letter and resume are saved as one PDF document using the naming convention lastnamefirstletter-application-position-year.pdf
 - example: smithm-application-CommunicationsDirector2019.pdf

Application deadline: 11:59 p.m. on Sunday, January 13, 2019.

The Pembina Institute is an equal opportunity employer.

We thank all applicants for their interest but only those selected for an interview will be contacted.