

Employment Opportunity

## Senior Communications Lead/Communications Lead (two positions)

### Position Overview

The Pembina Institute is seeking two communications professionals to join its communications team: one in a senior capacity and one in a junior capacity. These two roles will join our established team of communications staff, who work closely with policy directors and analysts to get our vital climate and energy research into the hands of the right decision-makers in Canada.

We are in a pivotal moment for climate action in Canada. Joining the Pembina Institute's communications team means being part of a group of experts who are dedicated to ensuring Canada meets its international promises to reduce emissions during this crucial decade, in the run-up to 2030. Over more than thirty years, the Pembina Institute has built a strong reputation of expertise across a range of climate and energy issues affecting Canada and Canadians, meaning our analysts are held in high regard for their consistently credible research and policy recommendations. Through collaboration between our policy and communications staff, we influence decision making on climate policy in Canada at the highest level.

All communications leads at the Pembina Institute are strategic thinkers who excel at big picture thinking, while also being detail oriented. They are equipped with strong interpersonal skills, positive energy, a high degree of organization, and the ability to thrive in a fast-moving environment. Working in communications with us means being comfortable leading the development of an agenda through which you will achieve strategic outcomes, and being creative in your mindset when it comes to problem solving and finding new ways to do things.

Applicants should be available to work from one of our offices (in Vancouver, Calgary, Edmonton, Toronto, or Ottawa). While we do not require employees to be in an office full time, we do expect all our staff to be within commutable distance of one of our offices, to attend semi-regular meetings with colleagues and external stakeholders.

### The Pembina Institute

The Pembina Institute is a national, donor-supported think tank that advocates for strong, effective policies to support Canada's clean energy transition. Through research, consulting,

and convening, we employ multi-faceted and highly collaborative approaches 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, 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 with Canada's decision-makers and key influencers to deliver clean energy solutions.

## Roles and Responsibilities

Both of these advertised roles will work as part of our Industrial Decarbonization group. This group is focused on policy solutions that will drive down emissions from the supply side of Canada's energy sector.

The **Communications Lead** will work closely with the group's communications manager on our oil and gas and electricity portfolios. Duties for this position will include: media monitoring and relations (including preparing and coaching policy experts to give media interviews); editing research reports and identifying their key messages; assisting in the organisation of outreach events and webinars; working with the Pembina Institute's digital communications lead to produce relevant content for social media; and assisting in broader strategic work to leverage our research in ways that influence policy decisions.

The **Senior Communications Lead** will work primarily with the [Renewables in Remote Communities program](#) team, which is dedicated to advancing solid climate and energy policies that will support the progress of Indigenous-led clean energy projects. They will work with the program director to devise and implement an evolving communications plan that is underscored by the program's strategic objectives. This may include a mixture of outreach and engagement activities with other groups operating in the Indigenous energy policy space. In particular, the senior communications lead will devise ways to improve understanding of the full scope of the program's policy and research work amongst its core audiences: Indigenous community stakeholders, Indigenous rightsholders, government and business decision-makers, policy influencers, journalists, and the general public.

For the senior role, a background in issues affecting Indigenous peoples in Canada, including northern and remote communities, is not required, but is desirable. In any case, the ideal candidate should be able to demonstrate a strong interest in issues affecting Indigenous peoples in Canada, including Indigenous reconciliation, as well as being passionate about energy and climate issues.

For both roles, some occasional travel and occasional work during evenings and weekends is required.

## Skills and Qualifications

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

- Relevant educational background and a minimum of:
  - seven years (Senior Communications Lead)
  - three years (Communications Lead)of work experience in communications, media relations, marketing, or a related field
- A strong interest in climate and energy policy issues in Canada
- Demonstrated experience developing, implementing, and evaluating communications strategy and/or plans
- Familiarity with provincial and federal policy and politics, particularly with respect to Canadian energy and environmental issues
- Familiarity with Canada's media landscape
- A superb command of the English language (reading, writing and speaking)
- Proven skills and experience in media relations, digital engagement, content creation and copy editing
- Working knowledge of Microsoft Office programs
- Familiarity with basic HTML editing, blogging and online publishing
- Strong interpersonal skills, including the ability to exercise tact, discretion and sound judgment at all times
- For the senior position, a strong interest and respect for issues related to Canada's north, Indigenous communities, and reconciliation

### Other valuable qualifications

- Experience using social media to build community and/or advocacy campaigns
- Familiarity with media outlets (for the senior position, it is desirable to have some knowledge of outlets serving Canada's northern and remote communities)
- Experience developing, editing, and producing multimedia products (audio/video podcasts, audio slideshows, YouTube videos, etc.).
- French language proficiency an asset (speaking and writing)
- Familiarity with Salesforce, Pardot or similar CRM software

The ideal candidate(s) will be:

- An independent and confident self-starter
- A creative and strategic thinker
- A positive and collaborative team member

- Adept at tailoring communications approaches to suit the intended audience and platforms
- Able to juggle competing priorities and deadlines in a fast-paced environment

## Compensation and Benefits

Compensation is competitive and based on the skills, experience and qualifications of the successful candidate.

Benefits include:

- extended health and dental coverage
- four weeks of holidays per year
- flexible work hours
- employer contributions to RRSP plan
- training and development opportunities

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

## To Apply

Email your cover letter and resume to [careers@pembina.org](mailto:careers@pembina.org). Please ensure the following:

- Subject line includes either **Communications Lead** or **Senior Communications Lead** 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: LastNameInitialofFirstName-application-RiRCCommsLead-2022.pdf
  - example: LastNameInitialofFirstName-application-RiRCSeniorCommsLead-2022.pdf

**Application deadline:** 11:59 p.m. ET on Monday, November 28, 2022.

*The Pembina Institute is an equal opportunity employer, and we welcome applications from Indigenous People and other racially visible people, persons with disabilities and women in occupations or positions where they are under-represented. If you are a member of one of these equity seeking groups, you are encouraged to self-identify on your application form, covering letter or resume. We thank all applicants for their interest but only those selected for an interview will be contacted.*