

Employment Opportunity

Lead, Social Media and Digital Communications

Position Overview

The Pembina Institute is seeking an experienced communicator with strong knowledge in building public engagement among online communities. The Lead, Social Media and Digital Communications, will develop and implement social media strategy and digital outreach initiatives in support of the Pembina Institute's communications priorities that ultimately grow the organization's pool of supporters and extend our sphere of influence.

The ideal candidate has a deep understanding of various social media platforms and how to best leverage them to engage different audiences through raising awareness of Canada's most urgent climate issues and how the Pembina Institute advances solutions to drive down carbon pollution. This person also has experience in digital outreach aimed at growing and stewarding the Pembina Institute's supporter base.

The ideal candidate will be passionate about Canadian energy and climate issues, and possess a deep interest in the Pembina Institute's programs to support a clean energy future. This person should be available to work from one of the Pembina Institute's offices (in Vancouver, Calgary, Edmonton, or Toronto). Our workplace is a hybrid system that does not require employees to be in an office full-time.

Why the Pembina Institute?

The Pembina Institute is a national charity and 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 and equity. We offer a flexible, fast-paced work environment that rewards 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 decision-makers and stakeholders locally, provincially, nationally and globally.

Climate change threatens everyone. We must come together to evolve how energy is created and consumed through solutions based on equity, curiosity, evidence-based thinking and practicality.

Roles and Responsibilities

The Lead, Social Media and Digital Communications will develop and execute on the Pembina Institute's social media strategy, create and curate content for all digital platforms, and help plan and implement e-communications outreach and stewardship. This person will additionally strategize to grow our audiences, and monitor and evaluate impact.

This position requires close collaboration with communications staff to best execute public awareness campaigns and leverage the Pembina Institute's public-facing outputs. This person will also work closely with our strategic partnerships team on fundraising e-campaigns.

Additional responsibilities include using Salesforce for mass e-mail sends, oversight of our e-newsletter and supporting the Technical Editor in web updates.

Skills and Qualifications

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

- Relevant experiential background and a minimum of two years of work experience, preferably in the non-profit sector, in social media and/or communications
- Demonstrated experience developing, implementing, and evaluating social media and/or digital outreach strategies
- Strong command of the English language (reading, writing and speaking)
- Proven skills and experience in popular communications, copy-editing, online publishing, and multimedia
- 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 .

Other Valuable Qualifications

- 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

Compensation and Benefits

The salary rate is competitive and 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
- 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. Please ensure the following:

- Subject line includes Lead, Social Media and Digital Communications, 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-socialmedialead-2022.pdf

Application deadline: 11:59 p.m. on Friday, August 26, 2022.

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.