

Employment Opportunity

Senior Communications Lead, Communities and Decarbonization

Position Overview

The Pembina Institute is seeking a strategic thinker with media savvy and strong writing and editing skills to join our communications team. We are looking for a team player with excellent interpersonal skills, positive energy, a high degree of organization, and the ability to thrive in a fast-moving environment. This role calls for someone who excels at big picture thinking while also being detail oriented. The senior communications lead is a key contact for journalists and takes a proactive role in strategic media outreach (print, digital, and social) on priority issues. Reporting to the Senior Director, Communities and Decarbonization, and working closely with the other communications leads and the Director of Communications, the senior communications lead also possesses strong project management skills, familiarity with emerging communications trends (particularly in digital outreach/social media), and experience in digital publishing.

The ideal candidate is passionate about Canadian energy and climate issues, has a good understanding of federal and provincial politics and possesses a deep interest in the Pembina Institute's programs on lowering carbon emissions and advancing the transition to clean energy. The Communities and Decarbonization group focuses on climate solutions around transportation, low-carbon and energy-efficient building infrastructure, and the central role of gender equity, Indigenous reconciliation and support for traditionally underserved communities in the economic shift to net-zero emissions across all sectors.

The Pembina Institute

The Pembina Institute is a charitable organization and think tank that advocates for strong, effective policies to support Canada's clean energy transition. Through research, consulting and convening, we employ 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 a dynamic team of nationally recognized professionals working to deliver clean energy solutions into the hands of decision-makers and stakeholders locally, provincially, nationally and globally.

Roles and Responsibilities

The senior communications lead will apply a wide range of communications skills to help staff communicate effectively and strategically with the Pembina Institute's core audiences, which include government, industry and Indigenous decision-makers, businesses and communities, journalists, and climate and energy stakeholders. The senior communications lead will work closely and collaboratively with policy researchers to tell the story of our work, increase its accessibility for non-technical audiences, and translate it into practical, useable materials for our core audiences. This person will also work closely with policy directors to develop media engagement strategies and outreach to constituents to deliver key messages.

Areas of responsibility include media outreach and strategy; editing and supporting technical writers; developing communications strategies to increase the impact of our research; and active support for staff speaking on behalf of the Pembina Institute by providing media training and feedback on presentation skills. Additional areas of responsibility include support for fundraising efforts, proposal development and the development of cases for support.

Some 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:

- A minimum of five to seven years' work experience in communications, media relations, marketing, or a related field
- Demonstrated experience in media outreach and strategy
- Demonstrated experience developing, implementing, and evaluating communications strategy and/or plans
- Strong command of the English language (reading, writing and speaking)
- Proven skills and experience in digital engagement, technical and copy editing, social media, 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

Other valuable qualifications

- Experience using social media to build community and/or advocacy campaigns
- Experience working with contractors to develop, edit, and produce 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

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. Please ensure the following:

- Subject line includes Senior Communications Lead, Communities and Decarbonization 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-CommsLead-CD-2023.pdf

Application deadline: The posting will remain open until it is filled.

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.