Employment Opportunity

Senior manager strategic communications (Toronto)

Position Overview

The Pembina Institute is seeking a strategic communications expert to oversee the development and implementation of project-level communications plans across the organization, and support the communications director on implementation of the organization-wide communications strategy and plan, while providing strategic communications and engagement support for the Institute’s federal goals and initiatives.

This is a highly collaborative, leadership position, based preferably in Toronto, that requires an energetic, politically astute, innovative thinker with strong interpersonal and leadership skills and a deep understanding of the myriad ways climate policy is shaped and influenced across Canada. The ideal candidate is excellent at recognizing opportunity and builds on experience to help others adapt accordingly, all while moving forward multiple projects in different stages of development in a fast-moving, changing environment.

Because creating, executing, and overseeing interconnected communications and engagement strategies is an essential part of this role, the ideal candidate will excel at big-picture thinking while also being detail-oriented through all stages of our climate and energy work. This position involves managing other members of the communications team and contributing to the strategic review of communications materials before publication and distribution.

As the communications expert on the Institute’s federal files, this position is also responsible for mainstream, social and digital media efforts on federal issues, as well as interacting with other members of the communications team, the federal staff, and staff across the organization on a regular basis on federal files.

The ideal candidate will be passionate about Canadian climate policy, have a strong understanding of federal and provincial relations, be familiar with national and provincial media markets, and have a strong interest in climate legislation and tools, carbon pricing, the clean fuel standard, and renewables in Canada’s remote communities.

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, consulting 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.

**Our core values**

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**

In this role, reporting to the communications director and working closely with the federal policy director, you will draw on extensive communications experience to guide staff in recognizing and seizing opportunities to engage and communicate effectively on the Pembina Institute’s priority issues with our core audiences, which include government and business decision-makers, policy influencers, journalists, stakeholders and the public.

You will develop and execute communications strategies for the Institute’s federal priorities, spend considerable time writing and editing, monitoring media coverage, coordinating interviews, and developing relationships with journalists, communicators and social media influencers following climate, energy and environmental policy issues. You will work with our federal team to expand their influence, coach spokespeople, and provide support on message development and outreach. You’ll work with our strategic partnerships team on proposal development and cases for support. You will oversee senior communications leads working on national and regional priorities to ensure communications plans are both up to date and operationalized, and to manage performance and professional development. And you’ll work closely with the communications director to help shape communications efforts toward equitable, sustainable, achievable pathways to net-zero emissions by 2050.

The full-time position may require some travel (when safe to do so) and occasional work on evenings and weekends.
Skills and Qualifications

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

- Seven or more years of work overall in journalism, communications, marketing, or a related field
- Experience developing and executing communications strategy and/or plans
- Deep understanding of the political, social, and economic contexts affecting decisions about energy, climate and environmental policy and legislation in Canada and internationally
- Strong leadership skills including performance management, a commitment to personal accountability and demonstrated ability to lead by example
- Experience in media relations, digital engagement, technical and copy editing, online publishing and issues management
- Knowledge and experience with government relations, corporate engagement, and policy advocacy approaches
- Understanding of change management initiatives
- Strong interpersonal communication and conflict resolution skills, including the ability to exercise tact, discretion, and sound judgment at all times
- Familiarity with national media markets and climate policy influencers
- Attention to detail and a commitment to personal excellence
- A superb command of the English language (reading, writing, and speaking)
- Excellent editing and popular writing skills in English
- Demonstrated knowledge of CP style and academic grammar and style conventions
- Demonstrated familiarity with various social media tools, platforms (e.g. Twitter, Facebook, LinkedIn, YouTube) and strategies
- Working knowledge of Microsoft Office programs and Adobe Creative Suite
- Familiarity with basic HTML editing, blogging and online publishing

Other Valuable Qualifications

- Post-secondary education in communications, marketing, media relations or journalism
- Experience using social media to build community and/or advocacy campaigns
- Experience developing, editing, and producing multimedia products (audio/video podcasts, audio slideshows, YouTube videos, etc.).
- Ability to evaluate projects based on desired outcomes and develop strategies for improving results in the future
- French language proficiency (speaking and writing)
- Familiarity with Salesforce, Pardot or similar CRM software
- Experience working in the non-profit sector
The ideal candidate will be:

- An independent and confident self-starter
- A creative, critical, and strategic thinker
- A positive and collaborative team player
- Adept at tailoring communications approaches to suit the intended audience and platforms
- Able to juggle competing priorities and deadlines in a fast-paced environment
- Capable of engaging effectively with remote colleagues (via virtual tools)
- Willing to learn
- Good at managing stress and personal resiliency
- Someone with a great sense of humour

**Compensation and Benefits**

The salary rate is competitive for a communications professional in the 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
- 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 Manager Strategic 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-SrMgrStratComms-2020.pdf

**Application deadline:** 11:59 p.m. on Friday, Oct. 1, 2020.

*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.*