

Employment Opportunity

Position: Full-time Communications Lead (Vancouver)

Would you like to help engage Canadians in a transformation to a sustainable energy future?

The Pembina Institute is seeking a motivated, experienced and resourceful individual to participate in creating and executing communications plans in our renewable energy, climate change, transportation and oilsands portfolios, with a focus on our work in British Columbia. Under the general direction of the Director of Strategy and Communications, you will work in close collaboration with members of our advocacy, consulting, fund development and communications teams. The successful candidate will possess superior popular writing, editing and production skills along with experience in media relations and social media engagement. Awareness of the challenges of promoting effective public policy in the fields of energy and environment would be an asset.

What Can Pembina Offer You?

The Pembina Institute uniquely combines the public interest vision of a non-profit organization with the entrepreneurial culture of a small business and the intellectual rigour of a think tank. From public policy advocacy to fee-for-service consulting for communities, governments and the private sector, we deploy a unique approach to achieving change in Canada.

We offer a work environment that allows you to undertake projects aligned with your personal values, that rewards good ideas and initiative, and that gives you the opportunity to collaborate with smart and experienced colleagues who are passionate about what they do.

You'll have the opportunity to apply a wide range of skills and perspectives in your work. You will be asked to help design projects and to mentor technical writers. You'll also take a lead in helping staff convey their messages to Pembina's core audiences, which include government and business decision makers, policy influencers and the media. You'll help the organization communicate strategically and effectively using a variety of tools including mainstream and social media, reports and fact sheets, blogs and more.

We offer a flexible work environment, salary on par with other non-profit organizations, RRSP contributions and competitive benefits.

What Can You Offer Pembina?

Communications Lead Responsibilities

- 1. Plan and implement creative and effective communication plans for advocacy and consulting projects that engage key audiences in discussions about progressive energy solutions, including:**
 - Work with project managers to provide strategic communications advice and editorial

guidance, as well as hands-on work to get the right message to the right people at the right time. This includes:

- providing strategic guidance on project-specific communications options, budgets and timelines;
 - mentoring analysts in the creation of op-eds, blogs, media releases and web content;
 - helping spokespeople identify and frame key messages to maximize success; and
 - providing excellent technical support and targeted media relations to get messages out.
- Oversee the timely production and distribution of communications products (e.g. websites, reports, fact sheets, social media, multimedia, etc.)
 - Writing/editing eNews stories, web content, blog posts, Twitter updates, Facebook content and mentoring program staff to do the same

2. Collaborate with other communications staff to ensure the group's work is effectively planned and implemented.

- Assist with the development, assessment and continuous improvement of communications strategy, systems, and tools
- Engage in qualitative and quantitative analysis of project-specific and organizational communications efforts
- Participate in regular communications meetings and in project planning, evaluation and reporting as required
- Assist with annual report and newsletter writing, workshops, etc.

3. Collaborate with other Pembina staff to help ensure the effective and efficient functioning of all Pembina offices and programs.

- Contribute to the development of organizational strategy and management processes
- Support project development and proposals to ensure that an effective communications/outreach plan is included
- Participate in general staff meetings

Communications Lead Qualifications

The successful candidate will have:

- ✓ **excellent writing and editing skills** and good oral communication skills
- ✓ **superior knowledge and experience with social networking tools** and the web, and enthusiasm for engaging people to achieve a sustainable energy future
- ✓ **demonstrated media relations skills**

Knowledge, Skills and Experience

The ideal candidate will also have:

- ✓ at least three years experience in a communications, journalism, public relations or marketing role

- ✓ experience with targeted, strategic communications campaigns
- ✓ strong news judgment and editorial skills, including experience pitching, editing and producing narrative-driven content for various media platforms
- ✓ practical knowledge of how to use social media tools to engage and inform specific audiences
- ✓ ability to provide guidance on how to communicate technical information in plain, compelling and motivational language
- ✓ computer skills including familiarity with word processing, spreadsheets, publishing and web content development

Flexibility and Resourcefulness

- ✓ ability to organize/prioritize multiple tasks, take initiative and be flexible; ability to manage work in a fast-paced environment
- ✓ ability to evaluate projects based on desired outcomes and develop strategies for improving results in the future
- ✓ capacity to work in a self-directed manner and demonstrated ability to work well within a team setting
- ✓ demonstrated ability to set and manage budgets and timelines for projects
- ✓ creativity, with an ability to solve problems by thinking outside of the box

Passion for Social Change

- ✓ commitment to the Pembina Institute's values, vision and direction
- ✓ good knowledge of current environmental, economic, social and political issues
- ✓ strong interpersonal skills including the ability to exercise tact, discretion and judgement at all times
- ✓ commitment to continually improve and the ability to mentor others

Education

- ✓ post-secondary education in journalism, communications, public relations, marketing or equivalent experience

Salary and Benefits

This is a full-time position based on a 40-hour work week (unless otherwise negotiated) and 4 weeks of vacation each year. Compensation and benefits package offered is competitive with established non-profit organizations and will be based on skills, experience and qualifications of the successful candidate. The position may require travel and requires occasional work on evenings and weekends. Further terms of employment will be discussed with candidates during the interview process.

Interested in Applying?

Please submit a detailed resume electronically in Word (.doc), Rich Text (rtf) or Portable Document Format (PDF)

Email to: careers@pembina.org

Application Deadline: March 6, 2011

Start date: April 2011

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.