

Communications Lead: The Pembina Institute, Ottawa

Position: Communications Lead
Communications Group

Classification: Full-time

Start Date: August 2009 or sooner

Location: Ottawa-Gatineau Office

Reporting

 Reports To: Communications Director

 Supervises: Contractors

Deadline: June 30, 2009

Would You Like to Help Tell the Story of a Sustainable Future?

The Pembina Institute is seeking a motivated, experienced and resourceful individual to lead the design and execution of communications plans for our renewable energy and climate change teams in Ottawa. Under the general direction of the Communications Director, you will work in close collaboration with members of our climate change, renewable energy and communications teams. The successful candidate will be an excellent communications strategist, possess superior popular writing skills, enjoy mentoring others and have excellent media relations skills. Awareness of the challenges of promoting effective public policy in the fields of renewable energy, energy efficiency and climate change 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.

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; to mentor technical writers; and to help policy staff convey their messages to policy makers, policy influencers and the media using a variety of techniques and tools including reports, fact sheets, the web, blogs, the media, op-eds, videos and a host of others.

Pembina offers a flexible work environment, salary on par with other non

profits, RRSP contributions and benefits.

What Can You Offer Pembina? Communications Lead Responsibilities

1. Plan and implement effective communications plans for Ontario and federal renewable energy, energy efficiency and climate change projects.

- working with project managers, the communications lead provides **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 communications options, budgets and timelines;
 - **mentoring analysts in the creation of op-eds**, media releases and web content;
 - helping analysts identify and frame key messages to maximize success; and
 - providing excellent **media relations** to get messages out.
- oversees the timely **production and distribution of communications products** (e.g. web sites, reports, fact sheets, social media etc.)
- develops and maintains expertise in social marketing and new media including the latest approaches to Internet communications and advocacy

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

- participates in regular communications meetings and participates in planning, archiving, evaluation and reporting as required
- assists with or manages some organization-wide communications functions such as annual report writing, newsletter writing, workshops etc.

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

- contributes to the development of plans and strategies and the resolution of operational issues together with other groups
- participates in general staff meetings

Communications Lead Qualifications

The successful candidate will have:

- **strong communications planning skills** to help Pembina design projects that leverage its intellectual capital and have a lasting impact
- **excellent writing skills** and good oral communication skills; journalism experience and the ability to communicate in both official languages of Canada preferred
- **excellent media relations skills**

The ideal candidate will also have:

Knowledge, Skills and Experience

- at least three years experience in communications; journalism experience is an asset
- computer skills including familiarity with word processing, spreadsheets, publishing and web content development
- experience with social marketing tools
- ability to provide guidance on how to communicate technical information in simple, interesting and motivational language
- experience securing policy changes by leading targeted communications campaigns

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

Flexibility and Resourcefulness

- ability to organize/prioritize multiple tasks, take initiative and be flexible; ability to manage conflicting timelines
- 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
- ability to set and manage budgets and timelines for projects
- creative with an ability to solve problems by thinking outside of the box

Education

- post-secondary education in journalism, political science, environmental science, social science or equivalent experience

Salary and Benefits

- competitive non-profit salary of \$46,000 - \$52,000 (to commensurate with education and experience)
- flexible hours in accordance with organizational policies and procedures
- four weeks paid vacation
- RRSP contributions (2% of salary plus 2% matching after 3 years)
- 40-hour work week
- some travel and weekend work may be necessary

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: 4 pm, June 30, 2009

Start date: August 2009

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.