

Director of External Relations

Pieridae Energy Canada (“Pieridae”) is a Canadian integrated liquid natural gas (LNG) company, with a strategy to build a long-term, low cost integrated energy business selling into higher priced and growing international markets. The company has natural gas assets located in Alberta, Quebec and New Brunswick and expects continued growth in upstream resources as we move toward construction and operationalization of its LNG facility in Nova Scotia.

We are seeking a public relations professional to join our team. Pieridae is in an advanced start-up phase, and values team members that are dedicated to making a difference. This position will have a hand in shaping our company’s progress in an emerging and rapidly growing organization. The Pieridae External Relations mandate is to create, manage, and implement external relations strategies, including media relations, public relations, investor relations, and government relations. Reporting to the Chief Financial Officer, the Director of External Relations will ensure that Pieridae is a leader in engaging with all external stakeholders including the regulators and all levels of government. For this role a familiarity with and focus on Canadian politics is anticipated at the federal, provincial and municipal levels.

This is a key position that will play a critical role in support and execution of strategy. The Director of External Relations is a team player who moves easily between the roles of team member and team leader. This individual is a pro-active influencer and innovator who can and effectively build strong relationships across all Pieridae stakeholders.

Key Tasks

- Lead development and execution of proactive communications plans, strategies and tactics;
- Lead development of media relations materials, including media releases, advisories, key messages, Q&As, statements, bios, briefing notes, executive summaries, and situational landscape analyses;
- Drafting original editorial feature stories and content;
- Manage the posting and distribution of media relations materials through wire services;
- Provide strategic communications to senior business executives, leaders and subject matter experts to support communications objectives and meet business goals;
- Lead coverage tracking, compilation, and metric gathering and reporting;
- Develop and maintain a comprehensive government relations strategy for Pieridae based on a sound understanding of business issues and priorities in the upstream and midstream oil & gas sector;
- Advise management on issues related to the company, public officials, industry and other organizations as well as the related risk;
- Monitor government agendas and activities and identify risks, opportunities, and issues relevant to Pieridae’s goals and objectives;
- Provide analysis of current and emerging government policies, and where required, advocate on behalf of Pieridae on specific issues that reflect the company’s strategy;
- Participate in various industry and governmental committees when required;
- Assist management in developing and maintaining strong relationships with government officials and key public influencers enhancing awareness, understanding, and engagement in Pieridae projects through the collaborative development and execution of coordinated public affairs and issue management plans;
- With input and support from other corporate functions, develop, and implement advocacy and engagement strategies to support and enhance awareness of Pieridae’s projects and their value and impact on government and public affairs stakeholders;
- Responds to community member inquiries;

- Prepares internal communications including associated meetings (e.g. town hall meetings);
- Assists with investor relations, responding in a timely manner to shareholder concerns;
- Implements crisis management process and communications;
- Uploads content to the company website and corporate intranet;
- Establishes social media program and posts to social media channels ensuring content and formatting to corporate standards;
- Support events; and
- Speech writing and executive support.

In addition to the primary responsibilities, this role will have a material hand in shaping our company. You possess exceptional communication skills and demonstrate a positive attitude. Strong analytical skills and attention to detail is required.

Skills

- 5 years' experience in an external relations role within a corporate environment. Experience working with a publicly-traded organization, government department or public relations agency preferred.
- A degree in communications, public relations or a related discipline;
- Success working with the federal and provincial governments in relevant jurisdictions;
- A solid network of key stakeholders, including both federal and provincial government officials, relevant agencies and industry associations;
- A solid understanding and appreciation for government policies and political issues relevant to the oil and gas sector;
- A broad understanding of the legal and regulatory framework and reporting obligations of public companies in Canada;
- Exceptional communication and listening skills with a proven track record of advising senior management regarding external relations;
- Ability to influence strategies and build positive working relationship at all levels fostering trust, collaboration, and teamwork;
- An analytical and intuitive approach to making timely decisions, assessing risks, evaluating alternatives and selecting the best course of action; and
- Able to multitask effectively, with strong time-management skills, and the ability to accelerate in a very fast-paced, changing environment.

Pieridae is an equal opportunity employer committed to diversity and inclusion. We are pleased to consider all qualified applicants for employment without regard to race, color, religion, sex, national origin, age, disability, protected veterans status or any other legally-protected factors. Accommodation for applicants with disabilities is available on request during the recruitment process.

Pieridae offers a competitive compensation and benefits package, in addition to bonus and stock option programs. We offer unique opportunities for self-starting individuals to have material impact on the shaping and success of our company.

Salary Range: \$140,000 - \$180,000 per annum

Location: Calgary, Alberta

If you are interested in joining our team, please send a resume and cover letter to HR@pieridaenergy.com.