
Senior Advisor, Policy and Strategic Outreach

About CAPP

The Canadian Association of Petroleum Producers (CAPP) is a non-partisan, research-based industry association that advocates on behalf of our member companies, large and small, that explore for, develop, and produce oil and natural gas throughout Canada.

Our associate members provide a wide range of services that support the upstream industry. CAPP's members produce nearly three quarters of Canada's annual oil and natural gas production and provide more than 400,000 direct and indirect jobs in nearly all regions of Canada. In 2022 across Canada, our industry contributed \$111 billion to the Gross Domestic Product (GDP) in addition to paying \$45 billion in taxes and royalty payments. CAPP is a solution-oriented partner and works with all levels of government to ensure a thriving Canadian oil and natural gas industry.

We strive to meet the need for safe, reliable, affordable, and responsibly produced energy, for Canada and the world. We are proud to amplify industry efforts to reduce GHG emissions from oil and gas production and support Indigenous participation and prosperity.

Position Summary:

The Senior Advisor, Policy and Strategic Outreach plays an important role within the Regulatory and Operations team, spearheading efforts to enhance visibility and understanding of the upstream oil and natural gas sector to stakeholders in Alberta and Saskatchewan. This multifaceted position involves devising and implementing comprehensive outreach strategies aimed at engaging various stakeholders, including rural municipalities, elected officials, chambers of commerce, and business groups. By fostering enduring relationships and partnerships, the Senior Advisor ensures alignment with CAPP's priorities while actively incorporating external perspectives and priorities into the organization's agenda.

In addition to its outreach functions, this role serves as an important support pillar for the broader Regulatory and Operations team, contributing to CAPP's advocacy efforts on policy and regulatory matters. A keen policy acumen is essential, as the Senior Advisor leverages data, gathers input, and distills member perspectives to formulate industry positions and solutions through the association's committee framework. Building and nurturing positive relationships with industry, government, and regulatory agencies are also integral aspects of this position.

Based in Calgary, AB, this full-time role reports directly to the Manager, Alberta Operations.

- **Strategic Outreach Development:** Formulate and implement an outreach strategy aimed at enhancing CAPP's visibility across operational areas in Alberta and Saskatchewan. Collaborate with CAPP staff and member companies to solicit input and secure alignment.

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- **Stakeholder Engagement:** Interface directly with stakeholders through both formal and informal channels, including the delivery of presentations across diverse forums.
- **Event Management and Sponsorship:** Identify strategic event sponsorship opportunities aligned with CAPP's goals. Manage sponsorship agreements, oversee event logistics (including booth setup and staffing), engage with participants, and provide comprehensive post-event reports highlighting insights and value gained.
- **Issue Identification and Strategy Development:** Monitor and analyze emerging and ongoing issues in the external landscape. Develop integrated strategies to support and adapt outreach activities in response to evolving opportunities and challenges.
- **Policy Positioning:** Collaborate with CAPP staff and members to evaluate and formulate positions on pertinent policy issues within oil and natural gas jurisdictions, ensuring alignment with organizational objectives.
- **Written Communication:** Generate clear and concise written materials such as briefings, submissions, and meeting summaries tailored to diverse audiences, reflecting a deep understanding of complex industry topics.
- **Content Creation:** Engage with CAPP's communications team to craft compelling presentations and speeches tailored for external audiences, ensuring messaging aligns with CAPP's objectives and priorities.

Qualifications and Experience:

- Holds a post-secondary degree in public policy, public relations, political science, or a related field.
- Brings a minimum of seven years of pertinent work experience, particularly in roles focusing on policy development, outreach, or community engagement.
- Possesses a robust understanding of Canada's oil and natural gas sector, with experience in the industry considered a significant asset.
- Exhibits prior experience in community engagement, public policy, government relations, or collaborating with municipalities, providing valuable insight into stakeholder dynamics and viewpoints.
- Demonstrates proficiency in coordinating projects and effectively managing competing timelines, ensuring the successful execution of initiatives.
- Proven track record in event planning and project management, showcasing the ability to organize and oversee events of varying scales with due attention to detail.
- Willingness to travel within Alberta and Saskatchewan as necessary to fulfill job responsibilities, accommodating fluctuations in work hours as required to meet organizational objectives.
- Must be legally eligible to legally work in Canada.

Personal Skills and Qualities:

- Excellent communications skills: interpersonal, presentation and written.

- A self-starter who takes initiative with minimal supervision and has excellent interpersonal and collaboration skills.
- Analytical proficiency to determine needs and opportunities and recommend appropriate action and response.
- Detail focused with the ability to work in a fast-paced, deadline-driven environment.
- Ability to exercise sound judgment and prioritize tasks to meet the needs of the team.
- Demonstrated rigour in upholding and improving process.

To Apply

Forward your cover letter and resume in confidence to jobs@capp.ca referencing “Senior Advisor, Policy and Strategic Outreach” in the subject line. Applications will be accepted until the position is filled. We thank all those who apply; however, only candidates selected for an interview will be contacted.