



## JOB DESCRIPTION

**Job Title:** Project Communications Lead **Position Number:** 90-14  
**Incumbent:** Vacant **Effective Date:** June 2026  
**Employment Status:** 3 Year Term **Bargaining Unit:** Yes  No  
**Supervisor's Title:** Manager, Community Relations **Department:** Partnerships & Business Services

### SUMMARY

Reporting to the Manager, Community Relations, the Project Communications Lead is responsible for developing and implementing communications strategies and materials for capital projects, while supporting community engagement initiatives on behalf of Yukon Energy. Acting as the primary community liaison and voice for major projects, this role shares project information with the public, communities, First Nations governments, stakeholders, and other interested parties; gathers and assesses feedback; and works closely with project teams to ensure community and public input is considered in the refinement and delivery of project plans and activities.

All work is carried out and properly documented in accordance with Yukon Energy's policies, guidelines, and procedures, while mitigating risk and ensuring compliance with applicable legislation.

### DESCRIPTION

#### Strategic Communications:

- Delivers comprehensive marketing and communications strategies for capital projects. Measures effectiveness of all strategies.
- Works with contractors and agencies to develop materials that support communication strategy implementation.
- Researches, writes, and produces compelling brochures, presentations, displays, ads, news articles, web and social content, news releases, speeches, briefing notes, and videos related to capital projects.
- Supports the development of funding packages for major projects.
- Ensures our brand, including both our voice and visual identity, is consistently implemented in all of our materials.

#### Community Engagement:

- Supports the Manager, Community Relations in organizing community visits, including booking venues, arranging catering, etc., that pertain to capital projects.
- Participates in public engagement and outreach activities (including tasks like door knocking), including meetings with First Nations governments and stakeholders, for projects.
- Hosts site/facility tours. Follow all corporate safety policies and procedures to ensure safe public meetings and site visits.
- Drafts What We Heard reports that clearly articulate how feedback has informed projects.

## JOB DESCRIPTION

### **Media Relations and Crisis Communications:**

- Participates on the rotating after-hours media on-call team, monitoring and responding to media and public inquiries as needed.
- Drafts responses to public or media inquiries about Yukon Energy capital projects and is the spokesperson for some interviews.

### **Web/Social Media:**

- Develops and posts content related to Yukon Energy's capital projects to increase awareness of initiatives and to help develop a positive online presence for the Corporation. This includes content on Yukon Energy's website, Facebook, Twitter, YouTube and LinkedIn channels.
- Responds, when appropriate, to online questions and comments about capital projects.

### **Internal Communications:**

- Establishes and maintains effective working relationships with all staff.
- Develops content for Yukon Energy's Sharepoint homepage and other employee communications related to capital projects.

### **General Responsibilities:**

- Maintains the confidentiality of all Corporation information. Adheres to the Corporation's high safety standards and all policies, procedures, and guidelines.
- Other related duties.

## **EDUCATION AND EXPERIENCE**

- A degree or diploma in communications, journalism, public relations, or a related field.
- 5+ years of experience in marketing and communications.

## **KNOWLEDGE, SKILLS, AND ABILITIES**

- A high level of interpersonal communication skills.
- Ability to develop and maintain strong relationships with cross-functional colleagues.
- Skillful communication practitioner with excellent editorial and listening skills and the ability to conceptualize, structure and write compelling copies for brochures, presentations, online, newspaper and broadcast media, and corporate reports.
- Well-developed project management skills to equip working under tight deadlines while managing multiple customer demands and priorities.
- Broad knowledge of print, radio, video, and online technologies and skilled in the use of Windows based software, communication, and presentation software such as SharePoint.
- A comprehensive understanding of local, regional, and northern political and social economic conditions and values.
- A strong understanding of local First Nations world views and cultural practices.
- Ability to work and maintain accuracy under pressure and to meet critical deadlines.

## JOB DESCRIPTION

- High attention to detail and well organized.
- Experience working on large infrastructure projects is an asset.
- A valid class 5 driver's licence.

### General Competencies

- **Communication and influencing:** the ability to express oneself clearly in conversations and interactions with others, as well as in writing; the ability to plan and deliver oral and written communications that make an impact on their intended audiences and that impart information in a clear and concise way.
- **Integrity and Respect:** holds self and the organization to the highest ethical and professional standards, implements practices to advance an inclusive organization, respectful of the diversity of people and their skills and free from harassment and discrimination. Exemplifies impartial decision-making.
- **Problem solving:** the ability to identify and gather the information needed to clarify a situation; the ability to tackle a problem in a holistic way; the ability to anticipate the implications and consequences of situations and prepare communications material accordingly.
- **Accountability:** Takes personal ownership and responsibility for the quality and timeliness of work commitments. Follows organizational guidelines, professional standards, regulations, and principles. Demonstrates reliability and integrity on a daily basis. Sets clear goals and tracks progress against those goals.
- **Interpersonal awareness:** the ability to notice, interpret and anticipate others' concerns and feelings, and to use that awareness in all communications.
- **Adaptability:** Adapts and responds to changing conditions, priorities, technologies, and requirements. Recognizes new information and ideas with a willingness to alter opinions and behaviours. Applies versatility, reasoning, and innovativeness in the face of change. Ability to comfortably collaborate in a variety of situations and with diverse individuals.
- **Building collaborative relationships:** the ability to build trust, maintain and strengthen partnerships with diverse groups both inside and outside Yukon Energy, using tact and diplomacy to navigate politically sensitive, complex, or potentially hostile public situations.
- **Stress management:** the ability to keep functioning effectively when under pressure and maintain self-control in the face of hostility or provocation.
- **Technical expertise:** the ability to show depth of knowledge and skill in a technical area.

### WORKING CONDITIONS

The majority of the work is performed under normal office conditions with frequent internal and external meetings. Work pressures and demands may require work outside of normal office hours. Participate on a rotating on-call schedule to respond to customer questions after hours and on weekends. Attend community meetings during the occasional evening and weekend. Travel to communities across the Yukon is required. Must maintain the confidentiality of all corporate information. Adheres to all corporate policies, procedures, and guidelines.