



Position: **Communications Manager**

Organization: NGIF Accelerator

Employment Type: Full Time on a 12 months contract

Location: Calgary

Reporting to: The President and CEO

NGIF Capital is seeking an experienced Communications Manager to lead and execute the communications strategy for NGIF Accelerator, its not-for-profit subsidiary. The role is responsible for shaping and delivering an integrated communications work plan to enhance the public profile, reinforce brand positioning, and effectively engage stakeholders across the energy and innovation ecosystem. You will bring a strategic mindset, strong writing capabilities, and proven experience managing communications initiatives to build thought leadership, support program visibility, and amplify the impact of our innovation programs.

About NGIF Capital

NGIF Capital is a venture capital firm with a dedicated team of professionals that operates current and future investment funds. NGIF Capital is unique in how it brings energy industry leadership to every investment with strong connections to every part of the value chain.

About the NGIF Accelerator

NGIF Accelerator is the not-for-profit arm of NGIF Capital and operates all technology and innovation programs. The NGIF Accelerator mandate is to de-risk and accelerate technology development by supporting startups through their pilot projects, field trials, and industry validation. It will coordinate with federal and provincial governments to co-fund projects to advance market commercialization. NGIF Accelerator currently operates the Industry Grants program and administers the NGIF Emissions Testing Centre program.

Key Responsibilities

The Communications Manager will be responsible for the activities of the communications work plan to enhance the company's image and reputation and to promote its identity and values, working closely with internal and external stakeholders. This will include:

- Lead the development, planning, and implementation of a comprehensive communications and branding strategy.
- Oversee content for both print and digital platforms, including the website, newsletters, reports, promotional materials, and videos.
- Strengthen brand identity by ensuring all messaging is clear, consistent, and reflective of the organization's values.
- Manage media relations, serving as the primary point of contact for press inquiries, interviews, and public statements.
- Organize promotional events and related announcements, including conferences, industry sessions, stakeholder briefings, and program launches.
- Monitor and optimize digital presence, including social media channels, Google Analytics, and email marketing campaigns.
- Develop metrics and KPIs to track the effectiveness of communication efforts and report on

progress to leadership.

- Advise senior leadership on communications best practices, risk management in messaging, and reputation enhancement.
- Collaborate cross-functionally with internal teams, partners, and stakeholders to align messaging and amplify reach.
- Serve as point of contact for media and public questions.

Who are you

- 5+ years of experience in a communications, public relations, or marketing leadership role, preferably in the innovation, cleantech, or non-profit sectors.
- Demonstrated excellence in strategic communications planning and execution.
- Exceptional written, verbal, and visual communication and presentation skills.
- Experience in stakeholder engagement and media relations.
- Strong project management and multitasking skills in a fast-paced, deadline-driven environment.
- Proficient with MS Office (Word, Excel, PowerPoint) and communication tools such as InDesign, Canva, Mailchimp, WordPress, and social platforms.
- A bachelor's degree in Communications, Public Relations, Journalism, or a related field required. A master's degree is an asset.
- Effectively coordinate and interface with various departments.

How to Apply

- Please send your resume and cover letter with attention to Ali Tarar with the subject line "Communications Manager" to: atarar@ngif.ca for consideration by **May 21, 2025**.
- Applications will be reviewed on a rolling basis until the deadline.
- The position has an immediate start (respecting notice time when needed).

Only candidates selected for an interview will be contacted. We welcome diversity in the workplace and encourage applications from all qualified candidates.

NGIF Capital values diversity and is an equal opportunity employer. We offer an inclusive work environment and encourage applications from all qualified individuals. If you are invited for an interview, please notify us of any particular adaptive measures you may require. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005, upon request, accommodation will be provided by NGIF Capital throughout the recruitment, selection, and/or assessment process for applicants with disabilities.

NGIF Capital is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.