



# Job Description

<b>Level</b>	<b>Working Title</b>	<b>Supervisor's Working Title</b>
	Investor Relations Manager	Sr. Vice President & C.F.O.

<b>Department</b>	<b>Division</b>
Finance	Corporate Accounting

**PURPOSE: A brief summary of the job**, covering the main responsibilities, the framework within which the job has to operate and the main contribution to the organization.

The primary focus of the Investor Relations Manager is to assist in the implementation, management and dissemination of the company's Investor Relations strategy which supports Parkland's business goals and objectives. The responsibilities include preparing / organizing quarterly and annual reports, press releases and preparation of investment community materials including up to date investor packages, fact sheets, industry backgrounds and corporate presentations. The Manager must be knowledgeable about operations, projects and potential business development opportunities as communication of company messages to existing and prospective investors is integral to the position.

**RESPONSIBILITIES AND ACTIVITIES:** The purpose of the job can be broken down in different **responsibilities** and **end results**. Each end result shows what the job is accountable for, within what framework and what the added value is

### **Program Development**

- Investor Relations program components are developed and implemented to include the strategy and objectives that will enhance shareholder confidence and value ensuring the corporate goals and objectives are supported.
- Researches and assesses best practices for investor relations / communications on an ongoing basis and makes recommendations to support an effective and efficient flow of information to all key stakeholders.

### **Material and Messaging**

- Develops and maintains investor relations content on internal / external websites and responds to investor queries.
- Coordinates and assists with quarterly conferences calls, investor meetings and conferences, public relations initiatives and other events.
- Coordinates with internal stakeholders to ensure all communications are consistent and aligned with the company's strategies and disclosure requirements.
- Content and report development, preparation and dissemination of all materials used in presentation, publications and postings and distributions in a timely and accurate manner.

### **Delivery**

- Coordination of the company's investor relations messages to ensure they are aligned in relationship to the company's strategies, mission and goals.
- Drafting Communications (press releases, presentations, annual reports, etc.)
- Communication to existing and prospective investors through written, telephone, e-mail and face to face communications

### **Compliance**

**RESPONSIBILITIES AND ACTIVITIES:** The purpose of the job can be broken down in different **responsibilities** and **end results**. Each end result shows what the job is accountable for, within what framework and what the added value is

- Administrative oversight of the Annual Report, quarterly MD&A's, Press Releases, AIF, Information Circular and other related regulated communications.

#### **Investment Monitoring**

- Regulatory requirements and compliances expectations are achieved
- Tracking and reporting of shareholders sentiment and activity through active investor data base management; indentifying potential sell and buy side investor opportunities through analysis of peer and similar sized companies.

**SCOPE:** Specific information that illustrates what **internal or external areas the job impacts**, and the diversity, complexity, and creativity of the job.

To enhance shareholder value as well as enable the company's executive leadership team to focus on the most significant investor relations contributions in a time efficient manner. Work with members of the senior management team to professionally and consistently communicate the Company's strategy, growth opportunities and operational initiatives to investors, analysts and the media. Enhance and maintain existing shareholders and prospective investors through deployment of a broad range of investor communications, presentations and events.

**CONTACTS:** The **main contacts** of this position and the **purpose** of those contacts.

Senior Executive Team

Media, Wire Services and Regulators

Investors

Shareholders

Internal Stakeholders

**KNOWLEDGE, SKILLS & ABILITIES:** A list of the most important **knowledge** factors, **skills** and **abilities** including knowledge about practical procedures, specialized techniques, etc.; analytical and conceptual skills and abilities; and skills needed for direct interaction with others, including but not limited to diplomas and degrees. Specific training if it is an occupational certification/registration required for the job.

- University Degree in commerce, finance or communications
- 5 - 10 years in a progressive and responsible role in Investor Relations and Communications in a publically traded company
- A seasoned presenter of information, displaying superior oral and written communications skills
- Experience in all Microsoft Office applications; capable of developing, editing and publishing of investment / communications materials ie: news releases, investor presentations, fact sheets, quarterly and annual reports and internal and external website communications
- Capacity to analyze and comprehend financial information
- Knowledgeable about both the Investor and Communications functions and an aptitude to execute on initiatives that can enhance corporate awareness and value for the company

**KNOWLEDGE, SKILLS & ABILITIES:** A list of the most important **knowledge** factors, **skills** and **abilities** including knowledge about practical procedures, specialized techniques, etc.; analytical and conceptual skills and abilities; and skills needed for direct interaction with others, including but not limited to diplomas and degrees. Specific training if it is an occupational certification/registration required for the job.

- Highly analytical and driven to identify new investors through active research, maintenance of an Investor Database and strong attention to detail
- An outgoing and energetic personality with strong interpersonal and managements skills
- A team player
- Willingness to travel

**DIMENSIONS:** Please provide figures which indicate the **overall size** of the **unit (or function)** in the organization which **your job affects**. Exact figures are not important; budget figures or reasonable estimates will do. Examples:

- What are the total **annual salaries and wages** for your staff?
- What are the **annual operating costs (excluding salaries and wages)** for your area of accountability?

Initially a one person department with admin support as required

**ORGANIZATION:** Working titles of positions reporting directly to this position. **See Organization Chart.**

**COMMENTS:** In the space below, please write a few sentences describing **anything** about your job which you think is **unusual** or especially **important** for the reader to know about in order to **fully understand** your job.

**SIGNATURES:**

**Supervisor:**

\_\_\_\_\_

**Print Name**

\_\_\_\_\_

**Signature**

**Incumbent:**

\_\_\_\_\_

**Print Name**

\_\_\_\_\_

**Signature**