



Opportunity Profile

Director, Engagement & Outreach

Location: Edmonton/Calgary



About the Canadian Association of Petroleum Producers

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 approximately 450,000 direct and indirect jobs in nearly all regions of Canada. The industry contributes over \$70 billion annually to Canada's GDP and, between 2021 and 2023, generated \$94.5 billion in taxes and royalties for governments nationwide. 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.

Our Priorities

- **Climate and Emissions** - Through innovation and technology, Canada's energy industry can help meet the challenge of reducing greenhouse gas emissions.
- **Energy and the Canadian Economy** - The Canadian oil and natural gas industry is an economic powerhouse.
- **Energy Security** - Energy security is foundational to national security.
- **Indigenous Partnerships** - Partnerships are one important way the industry interacts with Indigenous people, communities and businesses.
- **Safety** - Protecting workers, the public, communities, and property is a top priority.

Governance

CAPP is guided by a Board of Directors and an executive leadership team that works in close collaboration with member-led committees. This governance structure ensures that the association reflects the diverse perspectives of its membership while advancing common priorities for a strong and sustainable Canadian oil and natural gas industry.

Membership and Reach

CAPP represents companies of all sizes across nearly every region of Canada, ensuring that the industry's collective voice reflects both large-scale producers and smaller operators.

Global Competitiveness

Canada's oil and natural gas industry is recognized as one of the most responsibly produced in the world. CAPP promotes this advantage internationally, reinforcing Canada's role as a reliable and sustainable energy supplier.



The Role: Director, Engagement and Outreach

Reporting to the VP, Regulatory and Operations, the Director, Engagement and Outreach is responsible for strengthening CAPP's influence and visibility across western Canada, primarily in Alberta and also in Saskatchewan, through integrated government and stakeholder engagement strategies. Working in collaboration with other members of the Regulatory and Operations team, this senior role will lead efforts to advance CAPP member priorities by deepening caucus engagement, cultivating regional partnerships and CAPP's visibility at key events, and ensuring alignment of advocacy with community and political dynamics.

The Director will play a key role in capturing and integrating regional perspectives into CAPP's overall advocacy strategy, in addition to building strong relationships with elected officials, municipal governments, and business groups. This is a strategic, non-partisan role within the Regulatory and Operations team, reporting to the Vice President, Regulatory and Operations.

Key Duties & Responsibilities

- Lead the design and execution of caucus engagement strategies in Alberta and Saskatchewan, ensuring regular, meaningful interactions with MLAs and caucus forums.
- Collaborate with the Director, Alberta and Saskatchewan to cultivate and manage relationships with priority MLAs to build awareness and understanding of CAPP member priorities.
- Serve as CAPP's lead on regional intelligence gathering, providing timely analysis of local perspectives, political dynamics, and stakeholder sentiment to inform advocacy.
- Oversee the development of outreach and visibility strategies with municipalities, business groups, and other regional stakeholders to broaden influence and build coalitions of support.
- Integrate caucus engagement with regional outreach to ensure consistent and aligned advocacy across the political and community ecosystem.
- Represent CAPP at events, summits, and forums, positioning the industry as a trusted, solutions-focused partner on issues such as affordability, jobs, municipal resilience, environmental performance, and Indigenous economic reconciliation.

- Provide strategic advice and support to the Director, Alberta and Saskatchewan and the Alberta and Saskatchewan Policy Groups, aligning political and regional outreach with policy advocacy priorities.
- Collaborate with CAPP Communications and Research teams to equip elected officials and stakeholders with tailored, credible data and materials.
- Advance sponsorships, partnerships, and events that advance visibility and reputation, ensuring alignment with strategic objectives.
- Mentor and guide staff engaged in outreach activities, fostering professional development and ensuring high-quality delivery.

Expectations of a Director at CAPP

- Collaborate with other senior leaders to ensure communication strategies are well-coordinated and support the organization's strategic direction.
- Lead with an enterprise-wide perspective, promoting collaboration and breaking down silos to drive organizational success.
- Direct organizational change initiatives to ensure messaging is communicated and understood across all levels.
- Serve as a steward of the organization's culture, ensuring that leadership actions reinforce the organization's guiding principles.
- Ensure regular reporting on the department's progress, providing updates on key initiatives and overall outcomes in alignment with the organization's annual business plan.

The Person

Education and Experience

- A minimum of 15 years' experience in government relations, advocacy, stakeholder engagement, or policy, with significant experience in Alberta and/or Saskatchewan political environments. Experience in or with the oil and gas industry is required.
- Post-secondary education, preferably in political science, public policy, communications, business administration, or a related field.
- Proven ability to develop and implement caucus engagement strategies, including initiating and maintaining direct relationships with elected officials.
- Strong understanding of regional political, economic, and community dynamics in Alberta and Saskatchewan.
- Demonstrated success in building coalitions and partnerships with municipalities, business groups, and regional stakeholders.
- Excellent public speaking and executive-level briefing skills; relationship-building skills, and media experience are assets.



- Willingness to travel extensively within Alberta and Saskatchewan.
- A self-starter who takes initiative and delivers with minimal supervision and has excellent interpersonal and collaboration skills.
- Strong analytical and strategic technical skills, with the ability to make data-driven decisions.
- Proven capabilities as a leader of high-functioning teams.
- Excellent verbal and written communication skills.
- Strong project management, written and oral communications, facilitation and relationship management skills.
- Excellent organizational and time management skills in a fast-paced and complex environment.
- Strong problem-solving and analytical skills.
- Strong negotiation, consultation, and facilitation skills.
- Ability to develop innovative and creative solutions and to consider the broader impact of alternatives.

Compensation

A competitive compensation package, including base and commission structure, will be provided. Further details will be discussed in a personal interview.

Express Your Interest

To apply, please email your cover letter and resume (in PDF or Word document format, preferably as a single document) to **Shalini Bhatt** or **Chelsey Howarth** at apply@leadersinternational.com, indicating the job title in the subject line.

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