



Job Posting / Job Description

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| Position Title: | Communications and Investor Relations Associate |
| Department: | Investor Relations / Communications |
| Location: | Toronto, ON |
| Reports To: | Director, Communications and Investor Relations |
| Employment type: | Minimum 15 month contract |
| Remuneration: | Salary based on experience, stock options, health/dental benefits, three weeks' annual vacation |

Job Description:

Reporting directly to the Director, Communications and Investor Relations ("DCIR"), the Communications and Investor Relations Associate ("CIRA") is responsible for coordinating and managing a wide range of Corporate Communications and Investor Relations ("CCIR") initiatives, projects and day-to-day activities. Also, the CIRA will provide support to the DCIR, Manager, Investor Relations ("MIR"), and President and CEO to ensure that a well-developed consistent and properly "branded" message is delivered to the investment community through the Company's CCIR Program.

Key Objectives:

The initiatives, projects, and day-to-day activities may include, but are not limited to, responding to inquiries from shareholders and prospective investors; preparing or assisting in the preparation of corporate marketing and information documents; website and social media management; research, monitoring and reporting on relevant industry developments; contact database management; event planning; preparing for, and, as required, attending, investment industry conferences representing the Company; and measuring/monitoring the progress and success of the CCIR initiatives.

Education and Experience:

- Bachelor's Degree (or equivalent) in field of Marketing, Communications or Business.
- 3+ years of corporate administrative experience with exposure to public relations work, preferably with a publicly-traded company. Experience in the minerals sector would be an asset.
- Proficiency in MS Office including Outlook, Excel, Word, PowerPoint, Publisher and SharePoint.
- Proficiency with writing and editing corporate and marketing documents, investor presentations, corporate fact sheets, and similar documents. Previous design experience or an eye for design would be an asset.
- Experience with website content management and social media applications (e.g. Twitter, Stocktwits, Facebook, SlideShare, LinkedIn, YouTube and others).
- Working knowledge/understanding of regulatory corporate disclosure policies and practices
- Completion of the Canadian Securities Course and/or a Public Relations Certificate would be an asset.



Primary Responsibilities:

The following general duties could be carried out either individually or as part of a collaborative team effort:

- Assist in developing corporate presentations, press releases, industry/information bulletins and other communication materials for media releases, industry events, and presentations to analysts, brokers, and investors.
- Disseminate press releases, industry/information bulletins via newswire services and email distribution list, including website management and social media feeds.
- Monitor and catalogue research analyst reports, as well as industry updates by the analysts.
- Monitor media and catalogue news/media references to the Company.
- Ensure that material for conferences, road shows, and investor meetings, is up to date and prepared for shipment/dissemination in a timely manner.
- Provide feedback to management regarding the investment community's perception of the Company.
- Assist in the management of CRM system, including system improvements, report preparation, contact/data input and database maintenance.
- Regularly review the corporate website to ensure content is up to date, including SlideShare uploads.
- Recommend or implement improvements to the website in terms of clarity, readability and functionality.
- Monitor website traffic and provide an analysis of activity, particularly following news releases or media coverage of the Company or the industry.
- Develop and maintain database of relevant local, domestic and international business / trade publications as a venue to maximize the Company's awareness by the general public and industry professionals.
- Act as primary liaison with suppliers in the printing and distribution of Corporate and Investor Relations publications, such as corporate ads in publications and journals.
- Working closely with CEO and media consultants in preparation and keeping up to date video animations and CEO video updates.
- Cataloguing corporate images and distributing to third parties as requested.
- Occasional travel may be required.
- Support other communications initiatives undertaken by senior management related to product marketing sustainability, recruiting, etc.
- Other administrative duties as required.

Personal Attributes and Abilities:

This role requires a highly-motivated, enthusiastic, confident and professional self starter who can work well independently or cooperatively as part of a team. Specifically:

- Proven team player with the ability to build and maintain constructive relationships within all levels of the organization.



- Excellent communication skills in the English working language, both written and verbal with demonstrated ability to effectively communicate key attributes of the company and the industry to shareholders and prospective investors.
- Strong organizational and interpersonal skills.
- Ability to deliver results in a fast-paced environment, often with tight deadlines on multiple projects.
- Ability to communicate well and empathize with shareholders, prospective investors, and the general public particularly during difficult market conditions.