

Position Summary

The Director, Investor Relations will lead the development, implementation and management of our client's investor relations program and support corporate development activities. This position will provide insights for our financial strategy and outlook within the context of investors' expectations of performance, strategy, and the outlook of our peers. This position will build relationships with the investment community, communicate the company's strategies and actions, manage the company's pool of current and potential investors, and understand and report aspects of valuation of the company's shares in the public market.

Examples of Duties and Responsibilities

- Financial analysis of peer companies' results, outlooks, and key financial metrics for the purpose of benchmarking and assessing implications for our client financial strategy and external messaging. Research to include public filings, press releases, public conference calls, analyst reports, and news stories.
- Evaluating results and outlook in the context of investor expectations and peer performance. Analyze analysts' forecasts for our client and peers, and weight against our internal forecasts as well as making recommendations for internal direction and external messaging.
- Communicate frequently with Senior Leadership Team on opportunities, risks, while recommending strategies to engage, address, and/or mitigate risk.
- Leads the development of IR strategy, the IR calendar, Quarterly and Annual earnings calls and meetings.
- Ensures compliance with SEC and Canadian Securities Regulatory System rules.
- Responsible for first level response to analysts and investors regarding the Company, financial results, guidance and key business activities; Able to manage certain correspondence and discussions with analysts and investors independently from the CFO or CEO. Be the primary day-to-day voice of the company to analysts and investors, leveraging senior management time for the most impactful conversations or important events and relationships.
- Educates and updates investors and analysts; Keeps shareholders knowledgeable about the Company and helps develop and deliver the

Company narrative around its business model, financial guidance and long-term outlook; Lead management preparation of key questions and issues for investor interactions.

- Leads the IR effort to find, support, and encourage prospective investors by broadening awareness and interest through conferences, presentations, meetings, media, and mailings.
- Leads the creation of conference presentations, scripts, investor materials.
- Collaborate with other team members in Finance, Operations, Marketing, and Sales in support of investor relations activities. Support CEO and CFO with IR strategy and planning, as well as Corporate Development financial analysis and modeling.

Minimum Qualifications

- BA/BS degree in related field, Master's degree preferred
- 5 years or more experience in investor relations, finance, planning and development for a public company or institutional investment organization.
- 5 years of experience with complex financial modeling and analysis, as well as buy-side or sell-side experience.
- Strong familiarity with US SEC reporting regulations (e.g.: Reg FD)
- Strong budgeting, financial forecasting and financial analysis skills required
- Strong leadership and interpersonal skills
- Strong communications and presentation skills
- Strong knowledge of Microsoft Office products
- Strong troubleshooting and management skills
- Prior experience in consumer-packaged goods industries is preferred
- Ability to work in a fast paced, changing work environment