



Job Title: Communications Specialist

About North Atlantic

Headquartered in St. John's, Newfoundland and Labrador, North Atlantic is a diverse and growing operator in retail gas and convenience, commercial, and wholesale fuels. A leader in the energy industry in the region for more than 30 years, its group of companies, NARL Marketing LP, North Sun Energy, NARL Logistics LP, Canadian Maritime Agency Ltd. (CMAL) and Terra Velo Solutions (TVS), collectively manage a robust energy and logistics network across Atlantic Canada, supplying customers with gasoline, diesel, marine fuel, heating oil, and jet fuel.

As we advance our business for the future, North Atlantic is driven to developing efficient and green energy solutions aligned to the needs of the world in which we live. Committed to sustainable and responsible business practices, we're driving industry forward, supporting new skills and new jobs for this ever-evolving landscape.

North Atlantic has built its reputation on quality products, extraordinary service, and support for local communities. With our people first approach, North Atlantic looks for dynamic individuals who take initiative and who are committed to fostering a strong team environment. We want people who are known for their positive attitude, genuine communications, and personal drive.

For more information about the North Atlantic, please visit www.northatlantic.ca

Position Overview

Reporting to the Director, Public Affairs and Engagement, the Communications Specialist plays a key role in supporting North Atlantic's internal and external communications. With primary responsibility for delivering engaging internal communications, including management of North Atlantic's employee communications platform. Externally, the position will be responsible for developing and executing a community investment strategy that aligns with corporate values and business objectives.

In addition, the Communications Specialist will provide general support for stakeholder engagement and media management, contributing to a cohesive, consistent, and trusted corporate voice.

Responsibilities

Internal Communications

- Serve as the primary administrator and content lead for the Workvivo employee platform, ensuring timely, engaging, and relevant internal communications.
- Develop and execute internal communication plans to support corporate priorities, operational updates, and change initiatives.
- Create, curate, and publish content including news posts, campaigns, storytelling features, leadership messages, and employee recognition.



- Collaborate with leaders, HR, Safety, and diverse business units covering all aspects of our business to ensure messages are accurate, inclusive, and aligned.
- Monitor platform engagement and analytics, recommending improvements to reach and effectiveness.
- Promote two-way communication and foster a sense of connection across a geographically dispersed and diverse workforce.

Community Investment & Corporate Citizenship

- Develop and implement a community investment strategy aligned with corporate values, business objectives, and regional priorities.
- Manage community sponsorships, donations, and partnerships, including evaluation, tracking, and reporting.
- Build and maintain strong relationships with community organizations, non-profits, and local partners.
- Support employee involvement in community initiatives, including volunteering and outreach programs.
- Measure and communicate the impact of community investments internally and externally.

Stakeholder Engagement & Media Support

- Support stakeholder engagement initiatives, including briefings, materials, and coordination with internal and external partners.
- Assist with media relations activities, including drafting media materials, backgrounders, Q&A documents, and key messages.
- Support issues management and response planning, as required.
- Ensure communications reflect regulatory awareness, operational realities, and reputational considerations common to the energy sector.
- Write, edit, and proofread content for a variety of audiences and channels.
- Support special projects and cross-functional communications initiatives as assigned.



Qualifications

- Bachelor's degree in Communications, Public Relations, Journalism, or a related field.
- 3–5 years of experience in corporate communications, internal communications, public relations, or a related role.
- Experience managing internal communications platforms (Workvivo experience is a strong asset).
- Demonstrated experience developing and managing community investment or corporate social responsibility initiatives.
- Strong writing, editing, and storytelling skills for diverse audiences.
- Experience supporting stakeholder engagement and/or media relations.
- Ability to manage multiple priorities in a fast-paced, operational environment.
- Strong relationship-building skills and a collaborative mindset.
- Proficient within Microsoft 365 and digital communication tools.

Key Competencies

- Strategic thinker with strong execution skills.
- Clear, concise, and engaging communicator.
- Highly organized and detail-oriented.
- Comfortable working with diverse teams and employee groups.
- Adaptable and responsive in a complex, safety-focused industry.

North Atlantic is committed to Employment Equity. Accommodations during the recruitment process are available upon request for candidates with disabilities.

We offer a competitive compensation and benefits package which include Health and Dental, Wellness Program • Short-Term and Long-Term Disability • Life Insurance • Company Pension Plan with employer contribution • Employee and Family Assistance Program • Free on-site parking • Employee engagement activities (*benefits vary based on employment status)

If you are a highly motivated team player, have the qualifications, and are prepared to meet the challenges as outlined, apply by submitting your resume and cover letter to careers@northatlantic.ca

Candidates are encouraged to apply by **April 24, 2026**.