

Government Relations Professionals

Government relations professionals have a critical role in helping to advance corporate and industry objectives by working with government officials. These professionals build networks that allow them to represent their company interests to government. Networks involve people inside and outside the company, other stakeholders, and government representatives. Government relations professionals maintain positive working relationships with government, their sector, and the public. These relationships are essential for the work they do, including shaping public policy.

The career will appeal to you if you have an interest in politics and how businesses work with government. The work is action-oriented. It involves investigating ideas and balancing multiple priorities. Strong evaluation and analysis skills are needed as are strong written and verbal communications skills. People in this career are good at building relationships with others. They are often influential and can sway others into thinking their way. In this career, you need to be flexible and able to adapt to changing circumstances and priorities.

A career in government relations in the energy industry can provide a range of opportunities. You might research new government policies to understand their impact on your company and its government relations strategies. Your analysis and recommendations will often put you in front of company leaders to communicate strategy ideas. You might identify and evaluate advocacy and engagement opportunities that fit with your company's government relations strategy. All these contributions will help to improve the business and ensure a sustainable future for the organization.

Established Energy Sectors:

Oil and Gas

Offshore Oil and Gas

Oil Sands

Energy Services

Pipelines

Refining

Emerging Energy Sectors:

Biofuels

Hydrogen

Liquefied Natural Gas (LNG)

Carbon Capture and Storage (CCS)

For energy sector definitions, go to [CareersinEnergy.ca](https://careersinenergy.ca)



What Government Relations Professionals Do



Develop and Implement Plans and Strategies

Government relations professionals develop company plans for working with governments. An example would be a plan that guides engagement with government administrators and politicians. These professionals ensure that when the company takes part in government relations activities, these activities advance company interests.



Develop and Maintain Positive Working Relationships

Government relations professionals establish good relationships with government officials, regulators, key public influencers, and industry associations at all levels: federal, provincial, regional, and municipal. They bring information back to the company about the impact of public policy and public perceptions on the company's operations.



Monitor Changes to Legislation, By-laws, and Regulations

Government relations professionals read and seek out government information that may impact the company. They participate in industry regulatory consultations. This way, they keep informed and influence policy development.



Advise Internal Teams

Government relations professionals explain regulations and government relations plans to their company leaders and teams. They provide advice about a variety of things including the types of practices that will help the company to follow regulations. They also advise about ways that the company can have effective relations with government and the public.



Maintain Records

Government relations professionals gather information and maintain records needed for regulatory compliance and reporting. They may contribute to company sustainability reports.



Advise and Assist on Regulatory Applications

Government relations professionals help regulatory staff understand government policy and regulatory requirements. This helps staff prepare applications to regulatory bodies. Government relations professionals may attend regulatory hearings when the company is asked to explain how its activities meet regulations.

Key Skills and Abilities Government Relations Professionals Need

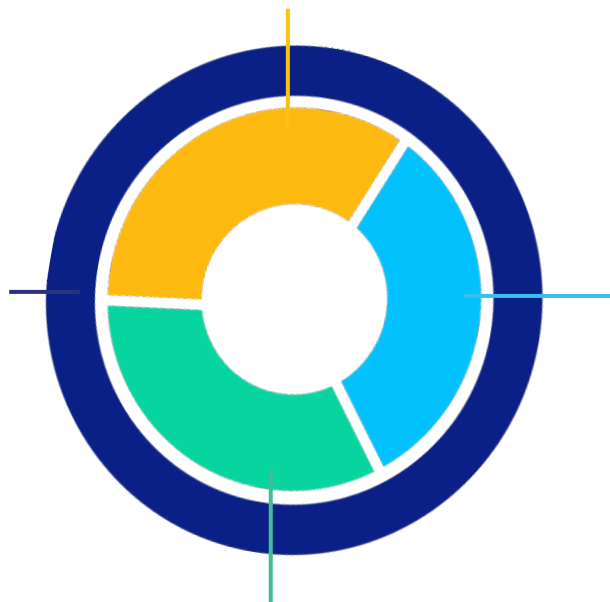
This chart shows core knowledge, technical skills, beneficial certifications, and personal attributes. These are needed to enter the energy industry and advance as government relations professionals. Each occupation, job level, and responsibility will require a different mix of these skills and abilities.

Core Knowledge

Understanding of company culture, services and projects	Public policy, government relations, or advocacy methods
Federal, provincial, regional, and municipal legislation, regulations, policy, and reporting requirements for industry	Political issues and news events relevant to the sector
	Government structures and decision-making processes

Personal Attributes

- Active learning
- Adaptability
- Analytical thinking
- Collaboration
- Attention to detail
- Concern for others



Beneficial Certifications

- Specialized courses /micro-credentials in public relations, regulatory affairs, and government relations
- Project management

Technical Skills

Research and analysis of key and emerging policy issues and changes	Work collaboratively with internal stakeholders to ensure alignment on advocacy strategies
Develop strategic policy positions, recommendations, and advocacy strategies	Develop and deliver presentations and briefings on key policy issues and advocacy strategies
Build and manage strong relationships with a diverse range of community members, industry representatives, and government representatives	Use advanced written and oral communication skills

Government Relations Professional Careers in the Energy Industry

There are different types of education requirements for the government relations professional career. Entry to this career in energy can start with job experience, political involvement, government knowledge, regulatory knowledge or relevant education and training, or a combination of these.

The chart shows how roles and educational requirements change for each career level. As you advance in your career, your education and experience can help you move across the various sectors of the energy industry. The roles described below are generally consistent across all energy sectors.

Career Level	Entry	Mid	Senior
Types of Jobs	Government Relations Assistant/Coordinator	Government Relations Lead/Advisor	Public Affairs Senior
Minimum education and/or experience typically required	Policy/Regulatory Researcher <hr/> 4-year university degree (political science, public policy, economics, business, communications)	Policy/Regulatory Analyst Policy/Regulatory Specialist <hr/> 4-year university degree (political science, public policy, economics, business, communications) A graduate degree is an asset	Advisor/Manager /Director Policy and Government Relations Senior Advisor/Manager /Director Regulatory Affairs Senior Advisor /Manager/Director <hr/> 4-year university degree (political science, public policy, economics, business, communications) A graduate degree is an asset

Transferring Government Relations Skills from One Energy Sector to Another

There are core skills and knowledge that all government relations professionals need for their careers. These building blocks apply across all energy sectors and for all specializations.

The following flow charts present the core skills and knowledge government relations professionals need as building blocks. Each energy sector uses the building blocks in similar ways.

New entrants to a government relations professional career can use the diagrams to understand the building block skills needed to work across the energy industry. Experienced government relations professionals can use the diagrams to explore how each building block is applied across the energy sectors.

Skill: Ability to develop and implement government relations strategies using knowledge of government regulations and public policy and their impact on a company

Skill attributes

Sector

Knowledge of company operations and services	All sectors
Experience developing government relations strategies and practices	All sectors
Staying current on industry context, priorities, and trends	All sectors
Knowledge of public policy developments	All sectors
Experience communicating with company leaders and teams	All sectors
Experience communicating with government policy developers	All sectors

Skill: Ability to analyze political issues, regulations, and reporting obligations

Skill attributes

Sector

Understanding government reporting requirements	All sectors
Assessing barriers and opportunities presented by political priorities and legislation	All sectors

Skill: Capability to advocate to different audiences to advance company goals

Skill attributes

Sector

Experience with developing company responses and positions on policy issues	All sectors
Preparing memos, briefings, and presentations	All sectors
Tailoring communications materials for different audiences	All sectors

Skill: Ability to form partnerships and collaborations with diverse stakeholders

Skill attributes

Sector

Identifying policy influencers and groups in key communities	All sectors
Developing approaches to building relationships	All sectors
Actively participating in discussions	All sectors
Sharing information about your company and its issues	All sectors

Skill: Use of communications and engagement tools, trends, measures, and practices in the delivery of strategies and activities

Skill attributes

Sector

Familiar with internal and external communications practices, including creating plans, writing key messages and briefing notes, preparing and delivering presentations, and organizing meetings and events	All sectors
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Career Outlook for Sustainability Professionals



Projected labour shortages

The demand for workers is projected to be greater than the supply of available workers.

Source: Careers in Energy, National Labour Market Outlook to 2035



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