



**Compensation
of Investor Relations Positions
in Canada**



Capsule Position Descriptions

POSITION 10 – INVESTOR RELATIONS EXECUTIVE

Primary responsibilities involve developing overall investor relations strategies and policies, and directing the implementation of company investor relations programs.

Responsibilities may include: providing leadership and direction for all company investor relation programs and projects; developing and managing relationships with key buy-side and sell-side analysts; providing investor relations advice and feedback to senior executives; directing the planning of shareholder meetings and financial presentations; directing the management of special investor relations situations and crises; reviewing and approving annual reports, quarterly reports, news releases, web site and other investor relations communications; selecting investor relations consultants and maintaining relationships with them; and assessing and appraising investor relations opportunities and challenges on an ongoing basis.

POSITION 20 – INVESTOR RELATIONS DIRECTOR

Primary responsibilities involve participating in the development of investor relations strategies and policies, and directing the implementation of investor relations programs and projects.

Responsibilities may include: providing direction for major investor relations projects; developing and managing relationships with buy-side and sell-side analysts, financial journalists and regulators; directing the development of annual reports, quarterly reports, news releases, web site and other investor relations communications; planning and managing shareholder meetings, financial presentations and conference calls; drafting or approving scripts and speeches for senior management; recommending investor relations consultants and directing their work; and assessing and appraising investor relations opportunities and challenges on an ongoing basis.

POSITION 30 – INVESTOR RELATIONS MANAGER

Primary responsibilities involve participating in the implementation of investor relations programs, and managing assigned projects.

Responsibilities may include: managing investor relations projects; writing and editing content for corporate profiles, fact sheets, annual reports, interim reports, news releases, web sites, brochures and other investor relations communications; developing and maintaining relationships with buy-side and sell-side analysts, and financial journalists; hosting site visits; participating in the organization and management of senior executive presentations and conference calls; responding to individual shareholders' questions and requests for information; monitoring the accuracy and inclusion of corporate information on external data bases; managing the identification and tracking of shareholders; and monitoring and assessing investor relations issues and trends on an ongoing basis.

POSITION 40 – SENIOR INVESTOR RELATIONS SPECIALIST

Primary responsibilities involve applying financial analysis, communications and/or marketing skills in support of investor relations programs and projects.

Responsibilities may include: analyzing financial results; researching and writing content for corporate profiles, fact sheets, annual reports, interim reports, news releases, web sites, brochures and other investor relations communications; checking the accuracy and inclusion of corporate information on external data bases; responding to questions and requests for information from buy-side and sell-side analysts, financial journalists and individual investors; researching investor relations issues and trends; and developing a widening understanding of issues of concern to investors and the financial community on an ongoing basis.

Incumbents typically have two or more years of investor relations experience and tend to be involved in activities that span a relatively wide range of investor relations complexity.

POSITION 50 – INVESTOR RELATIONS SPECIALIST

Primary responsibilities are similar to those of Position 40 - Senior Investor Relations Specialist, and involve applying financial analysis, communications and/or marketing skills in support of investor relations programs and projects.

Responsibilities may include: analyzing financial results; researching and writing content for corporate profiles, fact sheets, annual reports, interim reports, news releases, web sites, brochures and other investor relations communications; checking the accuracy and inclusion of corporate information on external data bases; responding to questions and requests for information from buy-side and sell-side analysts, financial journalists and individual investors; researching investor relations issues and trends; and developing a widening understanding of issues of concern to investors and the financial community on an ongoing basis.

Incumbents typically have less than two years of investor relations experience and tend to be involved in activities that span a relatively limited range of investor relations complexity.

POSITION 60 – INVESTOR RELATIONS COORDINATOR

Primary responsibilities involve applying administrative skills in support of investor relations programs and projects.

Responsibilities may include: maintaining and updating investor relations databases; contacting internal and external sources to compile required financial and other data; responding to questions and requests for documents from individual investors and other members of the financial community; liaising with suppliers and coordinating the production and distribution of investor relations publications and materials; coordinating travel and facilities arrangements for meetings and presentations; and producing reports, documents, graphics and multi-media communications in support of investor relations staff.