

POSITION DESCRIPTION

Communications Officer I Researcher

Supervisor Position Title: Director of Communications

Bil. Des. / Dés. bil.:

Purpose of Position: Under the general direction of the Director of Communications, the position provides a broad range of communications, administrative, research and writing services to USJE’s Communications department and contributes to USJE fulfilling its communication objectives.

The position consists of 80% communications officer and 20% researcher.

Responsibilities of Position

<p>THE POSITION provides communication support by:</p>	<ul style="list-style-type: none"> • Conducting research and collecting information from a variety of sources to write draft copy for editing and approval for print/electronic publication and coordinating with translators to ensure scheduled deadlines are met. • Conducting analysis of raw analytical data (through the use of google/SurveyMonkey analytics, etc) regarding survey completion rates, trends, member/public website activity and social media use/activity. • Responding to, and or triaging, members inquiries for communications support through including monitoring and processing the communications group email inbox and special project email inboxes as needed. • Fostering a proactive relationship with the media and media representatives. • Drafting op-ed and other articles for publication. • Writing, editing and producing reports, speeches, speakers notes, briefing notes on media inquiries, leaflets and other projects as assigned by the Director. • Assisting with media relations (press releases and news conferences). • Arranging briefings for USJE staff and elected officials. • Collaborating and sharing information as a member of the communication team. • Other duties assigned by the Director.
<p>THE POSITION provides research support for USJE projects by:</p>	<ul style="list-style-type: none"> • Coordinating occasional special projects which may include liaising with participants, drafting funding agreements for approval, reviewing applications, providing recommendations to supervisors and committee for approval, following up with participants. • Providing support to Committee Chairs by setting meeting times, liaising with committees, drafting agendas for approval, tracking timeline and deliverables and undertaking note-taking and follow-up actions, as required. • Supporting group events which may include communicating with event participants, ensuring documentation is available for participants, translators and facilitators and liaising with USJE staff and hotel staff on site, as necessary.

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- Undertaking occasional administrative tasks for the department including trouble shooting equipment, printing, tracking certain key departmental deliverables and prompts team with timelines as necessary.
- Other duties assigned by the Director.

Qualifications

- Post-secondary graduate in communications, public relations, journalism or a related discipline, or an equivalent combination of education and experience in communications, media relations, political action and communication strategies.
- A minimum of five (5) Years' experience in developing communications products for a variety of audiences WITH a minimum of three (3) years working with a Labour, non-governmental organization or political organization.
- Knowledge of media relations including the ability to establish a working relationship with and influence members of the media.
- Knowledge and experience of social media platforms such as Facebook, YouTube, Instagram, etc. and experience creating social media engagement and posts.
- Oral and written communication skills in both official languages are required. (mandatory)
- Knowledge of the political and operational structure of unions including USJE's mandate, policies and regulations with demonstrated commitment to union and social justice values as well as understanding of the economic, social, political and labour issues affecting the labour movement and USJE members.
- Knowledge of the Federal Government operational and political structure is considered an asset.
- Ability to work effectively and collaboratively with a diverse staff including remote colleagues, coalitions and elected union members.
- High degree of initiative, tact, diplomacy, sound judgment and adaptability to work independently and within a high-performing team.
- Knowledge of general office procedures and project management principles with a high degree of organizational skills, flexibility and adaptability to meet multiple deadlines.
- Ability to write effective communication to be used by staff and union elected officials.
- Ability to collect data, conduct research and produce analysis and content with the data and research collected.
- Good knowledge of proofreading and writing techniques, including grammar, sentence structure, punctuation and spelling.

Classification Factors

Knowledge:

- Knowledge of communications, media relations, political action and communication strategies.
- Knowledge of survey and data analytic tools such as Mailchimp and SimpleSurvey.
- Knowledge of social media platforms such as Facebook, YouTube, Instagram, etc.
- Knowledge of writing, proofreading, researching and analytical principles and methodologies to produce electronic messaging designed for the website and social media for mobile and desktop devices.
- Knowledge of union principles and the USJE mandate, policies, regulations and structure as well as the understanding of the relationship between USJE and PSAC.

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- General understanding of the economic, social, political and labour issues affecting the labour movement, USJE members and what is important to USJE.
- Knowledge of general office procedures and project management principals.

Interpersonal Skills

- Strong oral and written communication skills to interact with various internal and external contacts such as co-workers, members, National and Local Executive, PSAC, members of the media, etc.
- Skills to effectively gather and communicate the information.
- Skills to ensure the information is presented and delivered in a manner understood by the target audience.

Concentration

- High degree of concentration and attentiveness when drafting and proofreading documents.
- Attentiveness and focus at meetings and events in order to ensure the information gathered is accurate for drafting/composing the various messages and documents.
- Undertakes a variety of tasks, projects and activities and must adapt the work schedule to deal with deadlines, multiple demands, interruptions, changing priorities and emerging issues.

Physical Demands

- Uses a computer and its associated peripherals for extended periods of time.
- Prolonged periods of sitting at a desk and at meetings however has freedom of movement.

Complexity

- Ability to research, gather and interpret information and remain current on emerging issues from which messages and documents are drafted for review and editing by the Director.
- Requires creativity in crafting or recommending solutions to new communication initiatives or problems related to survey tools.
- Contributes to the development, implementation and evaluation of communications strategies and programs designed to inform and/or mobilize the membership, public or media.
- Time management, coordination, administrative and organizational skills and must demonstrate initiative, creativity, and flexibility to adapt to changing demands and priorities.
- Skills in conceptualizing and designing a variety of communication materials for different multi-media platforms involving numerous draft and feedback cycles.

Impact

- Direct impact on the information/message that is communicated to staff, members, media and the public where accuracy is significant and impacts the member engagement, satisfaction and success of various communication initiatives.
- Coordinates the various internal/external providers such as translators, printers, designers of promotional items and distributors to ensure that production deadlines are met.

Responsibility for Information

- Ensures information and messaging is conveyed accurately and in terms that are correct and consistent with the organization's policies, values and guidelines.
- Researches, collects and tracks information to prepare draft responses for messaging or to conduct analysis of survey responses and tracks information related to communication initiatives.
- May be privy to confidential or sensitive information/discussions and is responsible for maintaining its privacy and escalating to the Director as needed.

Working Conditions

- Works in a closed, private office at the employer's location or telework from home. However, when working at an event site, the position must set up and adapt to the space allocated at the venue where there is limited control over privacy and the work area. Occasional travel may be required.