



Canadian Labour Congress

Congrès du travail du Canada

August 1, 2017

**INTERNAL/EXTERNAL POSTING**  
**Bulletin 2017-01**  
**National Representative, Digital Communications**  
**Ottawa, Ontario**  
**Deadline: August 17, 2017**

The Canadian Labour Congress (CLC) has a vacancy for a National Representative, Digital Communications. Working under the direction of the National Director of Communications, the Representative will be responsible for the CLC's social media presence and its digital first content strategy. The Representative will also play a key role in writing web and social copy, op-eds, media releases, speeches and other content as necessary.

**Responsibilities include, but are not limited to:**

- Ensuring that the CLC's national and regional social media presence is maintained, enhanced and consistent with organizational priorities and communications objectives;
- Identifying influencers on the CLC's priority issues and developing national, regional and campaign-based social media outreach strategies;
- Developing and delivering social media training for CLC officers and staff, as well as facilitating webinars and workshops for affiliates, federations of labour and labour councils;
- Nurturing social media skills among labour leaders, staff and activists, provide regular social media tips, news on trending topics and influencers on key issues;
- Collaborating on the CLC's advertising strategy and advising on integrating social media advertising where appropriate;
- Monitoring and providing advice on CLC's email marketing strategy;
- Consulting with CLC departments and regional staff to help them integrate social media strategies into CLC initiatives and campaigns;
- Providing overall communications support to the department, as necessary.

## Qualifications

- Post-secondary education in communications, journalism or a related field, with solid communications experience, preferably in a union and/or progressive political context;
- Demonstrated ability driving innovative social media strategies using Facebook, Twitter, YouTube and other social media channels in a union and/or progressive political context;
- Excellent writing and editing skills, and experience leading a digital-first content strategy;
- Ability to produce engaging web-specific and social media specific written and visual content;
- Experience developing and delivering comprehensive social media training;
- Proficiency in Adobe InDesign, Photoshop, and Illustrator as well as experience using membership email marketing software such as NationBuilder, Informz and/or Campaign;
- Experience engaging the public, media and union members on key labour and social issues;
- Strong interpersonal skills and the ability to work effectively as part of a team, and the ability to exercise tact, discretion and judgement;
- Fluency in both official languages is an asset;
- An equivalent combination of education and experience will be considered.

The annual salary for this position is \$83,166.90 (plus benefits) under the collective agreement with Unifor, Local CULR-1.

Applications for this position will be accepted **until 5:00 p.m. on August 17, 2017**. Refer to the above bulletin number in the subject line of your message and send applications to [hr@clc-ctc.ca](mailto:hr@clc-ctc.ca).

*The Canadian Labour Congress is an equal opportunity employer. Members of equity-seeking groups are encouraged to self-identify. Women, workers of colour, workers with disabilities, lesbian, gay, bisexual, transgender, queer, two-spirit, intersex and Aboriginal workers are encouraged to apply for this position.*