



Canadian Labour Congress

Congrès du travail du Canada

June 14, 2018

INTERNAL/EXTERNAL POSTING

Bulletin No. 2018-02

National Director, Communications

Ottawa, Ontario

Deadline: July 20, 2018

The Canadian Labour Congress (CLC) is hiring a National Director, Communications. This is a challenging position leading a professional communications team in a national organization committed to social and economic justice. This position is based at the CLC national headquarters in Ottawa, Ontario.

The responsibilities of this position include:

Strategic Communications

- Developing and overseeing an integrated strategic communications plan to advance the political and organizational objectives of the CLC while promoting awareness and building support for Canada's labour movement;
- Managing the organization's proactive and reactive communications strategies with respect to media, affiliated unions, policy makers, influencers and the public; and
- Providing ongoing analysis of the impact of all communication strategies.

Media Relations

- Developing and maintaining relationships with media contacts across platforms and outlets;
- Developing messaging, speaking notes and training for CLC spokespeople; and
- Writing and placing public statements, news releases, opinion pieces and articles.

Public Relations

- Overseeing the development of innovative messaging, branding, design, video and social media materials;
- Overseeing all online, print and broadcast advertising; and
- Overseeing the development, design, content and maintenance of organizational websites and social media channels.

Member Relations

- Overseeing internal and membership communications, including letters, speeches, briefing notes, e-newsletters, and promotional materials;

- Working with affiliated unions to broaden support for Canada's labour movement and amplify shared messages;
- Managing and maintaining integrated communications databases (email, text and social media); and
- Conducting training with affiliates, federations of labour and labour councils to enhance coordinated message delivery on labour movement issues.

Departmental Direction

- Assigning, directing and supervising a communications team to three professional and two administrative staff;
- Overseeing the day-to-day operation and administration of the Communications Department including budgets, planning and staff development;
- Working cooperatively with other departments, regions and affiliated unions; and
- Negotiating and managing all contracted work in the department, such as media distribution, media monitoring, photography, videography, website development and creative consultants.

Qualified candidates will have:

- Completed postsecondary education in communications, journalism, public relations, or equivalent educational or work experience;
- Five years of experience in organizational communications and media relations;
- Excellent research, writing and presentation skills;
- Demonstrated experience driving social media strategies and building subscriber databases;
- Demonstrated experience overseeing large-scale and targeted ad buys in radio, television, print, online and social media;
- Experience with art direction and video production;
- Demonstrated ability to direct staff within a unionized work environment;
- A sound knowledge of federal issues and the Canadian labour movement;
- Excellent organization, communication and project-management skills;
- Demonstrated ability to apply an equity and human rights lens to all aspects of work;
- Sound budgeting and financial management skills;
- Experience in the labour movement in a staff or elected position; and
- The ability to work in both English and French (written and oral) is an asset.

The annual salary for this position is \$105,606.53 (plus benefits) under the collective agreement IAMAW Local Lodge 3111 CULR (formerly with Unifor, Local CULR-1).

Applications for this position will be accepted until **July 20, 2018**. Refer to the above bulletin number in the subject line of your message and send applications to hr@clcctc.ca.

Note: The CLC will complete its internal hiring process prior to proceeding with external candidates. While we appreciate all applications received, only those selected for an interview will be contacted.

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.