



CANADIAN FEDERATION
OF NURSES UNIONS

LA FÉDÉRATION CANADIENNE
DES SYNDICATS D'INFIRMIÈRES
ET INFIRMIERS

JOB POSTING

Communications Officer

Full-time permanent position based in the CFNU Ottawa Office
Application deadline is Thursday, August 10th, 2017

SCOPE OF POSITION

Under the direction of the President and/or the Executive Director, the Communications Officer is responsible for implementation of the overall communications strategy for the Canadian Federation of Nurses Unions. The Communications Officer provides support for all activities related to the policy and government relations of the CFNU, including all media relations. The Communications Officer has responsibility to plan, manage and ensure quality control of the development and delivery of all communications products.

KEY RESPONSIBILITIES

- Annually prepares a communications outline
- Develops and implements media campaigns and social media initiatives designed for and targeted at CFNU members, stakeholders, government officials, decision makers and the public at large
- Responsible for CFNU website and other electronic communications, including CFNU's Speak Up app
- Responsible for CFNU's social media presence and content, including developing graphic shareables
- Provides writing and editing services for a broad range of communication products, including government submissions, policy reports, speeches, presentations, news releases, media backgrounders and CFNU reports
- Provides in-house graphic design and layout for CFNU products and oversees the work of external contractors hired for the same
- Plans news conferences and keeps current with news and events of specific interest to the CFNU
- Maintains an up-to-date list of national and issue media contacts, develops a good working relationship with media representatives and is responsible for dissemination of information
- Assures projects are completed within stated budget and time schedule
- Collaborates with team members on projects that must be delivered under tight time and budget constraints
- Other duties as assigned by the President and/or Executive Director

CONTACTS

- National Executive Board
- CFNU staff
- Staff and Committees within Member Organizations

External Contacts

- National and regional media outlets
- Reporters and commentators in the health field
- National nursing and health organizations

DECISION-MAKING AUTHORITY

- Provides strategic advice and recommends action as appropriate and necessary to the President
- Makes independent decisions, as appropriate, related to the above responsibilities

PERSONNEL RESPONSIBILITY

N/A

KNOWLEDGE AND SKILLS

- Excellent English writing and editing skills which can be applied to various communications (e.g., news releases, submissions, reports, pamphlets, speaking notes, web or digital content, etc.)
- Spoken and written French would be an asset
- Must have knowledge and skill in the use of communications software, including publishing and design software and web design software, specifically the Adobe Creative Suite, including: Illustrator, Photoshop and InDesign as well as WordPress
- Additional skills and familiarity with other relevant software packages would be considered an asset (including video editing software, other design packages, social media tools, etc.)
- Basic to intermediate graphic design and layout skills
- Knowledge of and experience using a variety of social media platforms as a business communications tool
- Excellent interpersonal skills required to work and communicate with internal staff, National Executive Board, elected leaders, government officials, stakeholders and CFNU partners
- Ability to think strategically
- Ability to work independently
- Ability to coordinate multiple tasks with conflicting duties and timelines
- Ability to anticipate problems and respond with solutions
- Ability to realistically envision deliverables, coordinate and balance workflow to meet deadlines
- Knowledge and understanding of the trade union movement and issues facing the union movement

QUALIFICATIONS

- Post-secondary education in communications, marketing or public relations, or an equivalent combination of education and experience
- A minimum of five years of demonstrated experience in communications is preferred
- Ability to work in French is desirable

EXPERIENCE

- Five years professional work experience with a union, NGO or professional association
- Knowledge and experience in working with boards of directors and membership-driven organizations

The individual will work under a collective agreement and will be a member of UNIFOR Local 567. The salary for the position is \$84,691 plus benefits.

Applications should be submitted online through the Charity Village portal before the deadline of August 10th, 2017. <https://charityvillage.com/jobs/search-results/job-detail.aspx?id=365882&l=2>. Interviews will be conducted in early September.

Applicants should submit a CV and a cover letter detailing how their qualifications match the above requirements. In addition they should submit: two writing samples (one editorial style, and one corporate style), one sample of a layout or design for which they were solely responsible, and a Twitter or Facebook handle(s) that they were/are responsible for monitoring and maintaining (if this is in the past, please provide the relevant dates).

**Canadian Federation of Nurses Unions - 2841 Riverside Drive - Ottawa, Ontario K1V 8X7
Tel 1-800-321-9821 or 613-526-4661**