

Canada's Building Trades Unions (CBTU) is now accepting applications for the position of Director of Communications (fluently bilingual English, French); deadline for applications is October 20, 2017. Resumes to be sent to cdnoffice@buildingtrades.ca

Your duties will include:

- Responsible for the media relations of the Department for Canada including such liaison as may be reasonably necessary with US Departmental staff.*
- You are expected to develop and provide a clear and consistent message for the Department in Canada working with various union representatives, government officials, at all levels and the owner/contractor communities.*
- Co-ordinate communications plans for all levels of the Building Trades and managing the Media Spokesperson Network.*
- Responsible for communications advice and training for Building Trades staff, the Canadian Executive Board and affiliates.*
- From time to time you may be required to assist the various Provincial or Regional Councils, or their affiliates, in respect of their communication issues and to generally create positive media coverage for the Building Trades in Canada.*
- Maintain an effective environmental scan and a situational awareness respecting issues that are of importance to the Department or could become important to the Department.*
- Develop and maintain social media and other Internet based communication methods.*
- Provide input into policy and strategic decisions involving the Department or its affiliates.*
- Make such strategic connections with other labour groups, business, government, owners and contractors and their communication teams as may be possible.*
- Represents CBTU before government agencies, stakeholders, and at public events as well as handling press and other media inquiries.*
- Leverage the GR plan being executed by the CBTU and reinforce messaging and advocacy through a variety of communications platforms.*
- Provide insight on relationship management with key Government officials with the United States' government agencies and manage relationships with American officials in Canada.*

- *Maintain an outreach program with both the Canadian and U.S. Governments on Beyond the Border and Regulatory Cooperation Council initiatives as they pertain to labour mobility and other related matters*
- *Be the primary point of contact with any contracted communications or public relations firms to maximize the value for investment in their services.*
- *Advise Canadian Director and other members of the management team on public affairs and recommend and secure speaking engagements. Draft speeches, talking points, Q&As for use by the Canadian Director other members of the management team.*
- *Organize and execute an annual lobby day in Ottawa*
- *Strategize communications plans for long-term issue management on provincial/federal/international (Canada/US) matters*
- *Media outreach and engagement, long-term relationship management with key members of the media. Draft and place op/ed pieces on behalf of CBTU*
- *Such further and other duties which may be reasonably included but not limited to attendance of certain meetings or representing the Canadian Building Trades in any situation and event which may arise.*