



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](mailto: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.*