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COMMUNICATIONS REPRESENTATIVE

GENERAL FUNCTION

As a Communications Representative, you will play a crucial role in shaping and maintaining our organization's public image. This position requires a skilled communicator who is adept at conveying our values and priorities to both internal and external audiences.

The Communications Representative will also work with other CUPE staff, elected leaders and members to help convey CUPE's viewpoint to members and the public. The successful candidate may also be responsible for developing and executing strategic communication plans that align with our commitment to fostering diversity and inclusion.

SUMMARY OF DUTIES

Under the direction of the Regional Director and working with the Director of the Communications Branch, the successful applicant will be required to perform some or all the following functions:

- Provide counsel to CUPE leaders and staff on communications matters including strategies, techniques, and tactics.
- Write and oversee the design of printed material in the form of leaflets, posters, newsletters, advertising, and other material.
- Write speeches, prepare presentations, and contribute to CUPE publications.
- Work with printers, manufacturers, polling firms, advertising agencies, and other suppliers to prepare materials.
- Prepare and post articles to CUPE websites and promote them through social media.
- Connect with news media and promote positive coverage of CUPE in the news through news releases, news conferences, personal contact with reporters, and other tactics.
- Assist with the overall success and professionalism of CUPE events.
- Manage and curate content for our social media platforms and ensure that our messaging aligns with our values and reflects diversity and inclusion.
- Develop relationships with CUPE members and leadership, allies, and other relevant organizations and coalitions.
- Develop and implement communication strategies that highlight our commitment to labour and progressive values, including diversity, equity, and inclusion.
- Plan, organize, and execute campaigns in collaboration with local unions and national office staff.

QUALIFICATIONS

- A university degree in journalism or communications or equivalent practical experience.
- Above average oral and written communication skills in the English language.
- Extensive communications experience.
- Understanding of or experience in community organizing.
- Strong interpersonal skills and the ability to collaborate effectively with diverse teams.
- Ability to write clearly and quickly with excellence.
- Understanding of trade union communications roles, responsibilities, and functions.
- Interest and ability in the production of communication materials and in digital communication.
- Ability to teach communication skills and strategies to CUPE leadership, staff, and members.
- Free to travel and work weekends and holidays, as required.

CUPE is committed to providing an inclusive, respectful, accessible, and healthy workplace environment that is equitable and fair at all levels of its organization. We are committed to establishing a qualified workforce that is reflective of the diverse population and communities in which we live and serve. CUPE encourages applications from qualified members of the five (5) designated equity groups: Women, Indigenous people, Black and Racialized people, Persons with Disabilities, and 2SLGBTQI+ people. Upon request and at any stage of the recruitment and/or selection process, we will provide reasonable accommodations for those who have a temporary or a permanent disability. Please contact the Human Resources Department to request an accommodation if needed at hr@cupe.ca.