



Senior Advocacy and Campaigns Advisor

Competition #: 2022-17

Posting date: December 21, 2022

Closing date: January 15, 2023

Duration: Indeterminate

Classification level: Level 5

Salary: 99,190 – 122,419 \$ (under review)

Number of positions: 1

Language requirements: Bilingual

Status: Unionized

Position Summary

The Senior Advocacy and Campaigns Advisor (“they”) works to bring CAPE members the most value in boosting member engagement, as well as in advancing CAPE’s advocacy agenda and driving policy or behaviour change, by engaging various audiences through special initiatives and campaigns. More broadly, they lead the production and implementation of advocacy strategies and campaign plans, activities, products and their monitoring, maintenance, and performance. They are also responsible for designing and rolling out consultations with CAPE’s stakeholders, for wording CAPE’s public position on various current and emerging issues. They are also responsible for providing writing, editing and researching services to support the delivery of engagement and advocacy initiatives, events and products for the Association and its members. They work in compliance with CAPE’s quality standards, deadlines, and corporate narrative/brand

Requirements

Education & Experience

- University undergraduate degree in communications, public affairs, government relations, political or social sciences or any related discipline.
- A graduate degree is preferred.
- 5 to 8 years of experience of relevant and similar work with NGOs, interest groups, government agencies or unions.
- Experience providing advice to senior management, leading in research, strategy, planning, opportunities development and campaign development and implementation.

- Experience designing campaigns, consultative events, devising stakeholder engagement plans, and managing advocacy activities and products.
- Experience conducting impact assessments and reporting results.
- Experience campaigning to advance social and/or labour issues.

Note: Equivalent combinations of education and/or experience are considered.

Key responsibilities

- Drives the planning, development and execution of internal and external advocacy strategies, programs, and initiatives.
- Working closely with CAPE's public affairs and communications colleague, and the Office of the President, supports the production of draft opinion pieces on behalf of the President for internal and external media
- Design campaigns strategies and plans to engage members, other unions and key stakeholders to help advance CAPE's advocacy agenda, special initiatives, resolutions, and to drive policy and behaviour change.
- Designs and carries out online or in-person events such as consultations, roundtables, conferences, and other advocacy events.
- Designs and carries out online campaigns using mailing lists, social media platforms, networks and other campaign tools and channels, and partnering with other unions as needed.
- Plays role of project lead, offering guidance to support staff, colleagues, vendors and freelancers working collaboratively on advocacy projects.
- Writes and/or proofreads content working closely with translators to meet CAPE's gender inclusive and bilingual requirements.
- Provides support to the Director of Communications and Public Affairs and provides communications-for-advocacy know-how to the activities of other members of the team, ensuring work meets high standards and is delivered on time and on budget.
- Collaborates with other communication roles to manage and support the delivery of products including articles, email messages, briefing notes, brochures, documents, information leaflets, reports, speaker's notes and speeches, press releases, posters and other products and copy for members for advocacy purposes.
- Monitors and analyzes mainstream media news and coverage of relevance and importance to CAPE including the monitoring of media coverage of issues, statements and interviews, or of other issues of concern to the Association that can inform advocacy strategies.

Other skills and abilities

- Skills in expressing and comprehending information, both orally and in writing, and in both English and French, are required to provide explanation, interpretation and

advice on editorial requirements, to provide or obtain other information, or in response to individual external requests for information.

- Advanced writing and editing skills.
- Exceptional project management skills.
- Ability to write for different audiences and different products and remain neutral in serving CAPE's elected officers, staff, and members, in what can be a charged atmosphere.
- Knowledge of the principles and practices for writing of advocacy for change, public affairs, marketing, outreach and other communications products used by the Association.

Condition of employment

- Must meet the language requirement of the position

Additional Information

- A variety of assessment tools may be used to assess candidates.
- The Canadian Association of Professional Employees is committed to having a skilled, diversified workforce reflective of Canadian society. Applications are invited from all qualified candidates.
- The Canadian Association of Professional Employees is committed to developing inclusive, barrier-free selection processes and work environment. Alternative selection tool methods and/or reasonable accommodation are available upon request.
- Candidates are entitled to participate in the selection process in the official language of their choice.

Applications

Please provide your CV accompanied by a cover letter to: Dotation-staffing@acep-cape.ca