



## **Communication Advisor**

Competition #:2022-13

Posting date: December 5, 2022

Closing date: December 23, 2022

Duration: Indeterminate

Classification level: Level 4

Salary: 82,491 – 97,197 \$

Number of positions: 1

Language requirements: Bilingual

Status: Unionized

## **Position Summary**

Reporting to the Director of Communications and Public Affairs, the Communications Advisor works in tandem with the Communications Advisor (Digital Engagement) to bring CAPE members the most value and in building the CAPE brand. More broadly, the Communications Advisor supports the implementation of communications strategies, plans, activities, products and their monitoring, maintenance, and performance. The Communications Advisor is responsible for providing writing, editing and researching services to support the delivery of member engagement and communications initiatives, events and products for the Association and its members, while complying with CAPE's quality standards, deadlines, and corporate narrative/brand. In addition, this role also plays a services support role on various fronts, including corporate and internal communications, marketing, media engagement, and knowledge management.

## **Requirements**

### **Education & Experience**

- College diploma or undergraduate degree in communications, public affairs, marketing or any related discipline.
- Minimum 4 to 7 years of experience providing multi-media communications, or public relations and research and analysis services to senior executives of either a not-for-profit

organization, federal government agency or department, or federal labour union or other similar organizations.

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

### **Key responsibilities**

- Writes and/or proofreads content and develops a range of print and digital products for various audiences, working closely with graphic designers and translators.
- Works collaboratively with senior communications colleagues and other colleagues across units and may backfill long-term absences of other similar level Communication roles
- Supports the planning, development and execution of internal and external advocacy and communications strategies, programs, and initiatives.
- Collaborates closely with the Senior Advocacy and Public Affairs Advisor to design and carry out joint stakeholder and member engagement initiatives.
- Collaborates with other units to advise and support internal and external initiatives and communicates with great diplomacy the rollout of working groups involving colleagues and/or CAPE members to carry out special outreach and communications projects, as required.
- Provides support to the Director of Communications and Public Affairs and provides communications know-how to the activities of other members of the team, ensuring work meets high standards and is delivered on time and on budget.
- Works closely with the Senior Communications Advisor on media relations and issues management activities to provide reputational support to the organization.
- Works on and supports the production and delivery of CAPE's annual reports, knowledge briefs, op-eds, feature articles, campaign narratives, FAQs, fact sheets, backgrounders, news releases, PowerPoint presentations, video scripts, speeches, and talking points, among others.
- Monitors and reports on mainstream media news and coverage of relevance and importance to CAPE including the monitoring of media coverage of CAPE issues, statements and interviews, or of other issues of concern to CAPE.
- 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.

### **Other skills and abilities**

- Knowledge of the principles and practices for writing of public affairs, marketing, outreach and other communications products used by the Association.

- Knowledge of the principles and practices for editing public affairs, marketing, outreach, and other communications products to edit texts to achieve sound English or French language structure, spelling, free of errors (typographical and fact checked), and in appropriate length and format by medium.
- Knowledge of research principles, practices, and traditional and electronic research tools to carry out trend analysis on CAPE membership views, or research on the views of other target audiences, for monitoring media coverage of CAPE issues and statements, as input to the development of Association communications strategies, campaigns, plans, and new product development.
- Knowledge of union protocol to develop and maintain effective contacts and coordinate efforts with other unions, and of union principles and values.
- 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.

### **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](mailto:dotation-staffing@acep-cape.ca)