



80 Commerce Valley Drive E, Suite 1
Markham, ON L3T 0B2
Phone: 905-739-9739 • Fax: 905-739-9740
Web: cupe.on.ca E-mail: info@cupe.on.ca

January 12, 2022

CUPE Ontario
Permanent Full Time Campaign Coordinator

CUPE Ontario is seeking a permanent full time Campaign Coordinator.

If you have a deep sense of social justice, have experience or interest in the trade union movement, experience supporting senior elected officials, are a critical thinker and self-starter who works well as part of a team and operates within an anti-racist, anti-oppression framework, with campaign management & leadership experience, then this opportunity is for you.

External applicants are invited to apply for the position by January 25, 2022 at 4pm

CUPE Ontario's mission is to advance the lives of 280,000 members all across Ontario, both at work and in their communities, by mounting campaigns for political mobilization, facilitating the coordination of collective bargaining, and fighting for social justice, equality, and against all forms of discrimination.

As Ontario's largest public sector union, we have a deep commitment to strengthen and continue to build public services for the citizens of our province, and we see the fight against privatization and austerity tactics as integral to all that we do. We work strongly in coalition with community groups and other unions to achieve our goal. As the political wing of Canada's largest union, political action and equity work are central to all aspects of our Action Plan which is developed and passed each year directly by the membership of our union. We resist austerity policies and tactics that remove government from activities that benefit people, and in turn create staggering economic inequality and the loss of quality public services and decent jobs for all workers in Ontario.

CUPE Ontario's Political Division is in the process of exciting growth and development and we are looking for individuals with the skills, abilities and stamina to support our political campaigns. CUPE Ontario is committed to building a strong and diverse organization that is reflective of our members and society at large.

Fred Hahn
President

ONE STRONG VOICE

Yolanda McClean
Secretary-Treasurer

Position Description

The Campaign Coordinator will develop and implement campaign strategies to engage and mobilize members around worksite issues, politics, public policy, and other issues affecting the lives of workers and to develop leadership amongst workers.

The role of the Campaign Coordinator is to provide leadership, direction and development to members and staff as it relates to carrying out the vision, goals and respective political campaigns of CUPE Ontario. The Campaign Coordinator also oversees and manages the implementation of all campaign work in their assignment.

Under the direction of the CUPE Ontario President and Secretary-Treasurer, the Campaign Coordinator will assist in developing and directing the organizational programs to achieve campaign objectives of CUPE Ontario. The Coordinator works as a part of a team with communications, government relations, other political staff and members released from work.

The Campaign Coordinator must be a self-starter, with a strong political analysis, and be able to implement and execute all strategic and functional campaign initiatives, as well as manage campaign goals, objectives, and activities of CUPE Ontario.

Job Responsibilities

- Plan, organize and manage a variety of province-wide campaigns, elections, and membership development activities.
- Draft and implement campaign plans and budgets; monitor budgets and implementation; provide support to evaluate; as well as providing overall campaign management.
- Develop, drive forward and implement with other staff, campaign work of the union including election planning strategies at the constituency level and advocacy campaigns for public services, improved working conditions, and against systemic discrimination.
- Review, assess and evaluate all campaign plans and make recommendations on resource requirements or reallocation.
- Recruit, assign, direct and motivate other staff and volunteers including orientation and ongoing support for book-offs.
- Assist with coordination of needs for annual conventions.
- Liaise with all parts of CUPE, the OFL, CLC, primary community partners and the NDP on organizational matters and election planning matters for Ontario.
- Other duties as required by the Officers of CUPE Ontario.

Required Experience

The Campaign Coordinator is expected to demonstrate, through skill, experience and education, a capacity to:

- Manage campaigns to achieve outcomes.
- Inspire and work with teams of peers, colleagues, and/or members.
- Facilitate smooth operational and organizational change.
- Communicate with tact and diplomacy.
- Take initiative and respond to direction.
- Engage in grassroots organizing, political action and advocacy.
- Create innovative organizational and administrative procedures.
- Effectively communicate with internal and external political stakeholders.
- Identify and use modern campaigning techniques.
- Effectively run campaigns including budgeting.

Minimum Requirements

- Thorough working knowledge of the history, principles, policies of CUPE, the labour movement, applicable legislation and best practices within the sector.
- Familiarity with CUPE Ontario and portfolio areas and experience in organizations, and campaigns.
- Knowledge and experience in labour, political or community campaigns appropriate to the position.
- Experience in training and providing the necessary tools to meet campaign goals.
- Minimum of 5 years of experience in campaign coordination at a provincial level with direct responsibility for project development, management and execution.
- Post-secondary degree/diploma in a related field or equivalent working and educational experience.
- Demonstrated experience using social media tools and other electronic means to advance campaign work, mobilization and membership engagement.
- Solid computing skills, including a strong knowledge of Microsoft Office applications.
- The successful candidate must be prepared and available to work long irregular hours, including evenings and weekends when required.
- The successful candidate must be prepared to work outdoors in all weather conditions coordinating rallies and other events.
- The successful candidate must be prepared to travel throughout the province as required.
- The successful candidate must demonstrate experience and stamina working in a fast-paced environment on multiple simultaneous projects.
- A valid Ontario driver's license and the ability to travel with a vehicle.

Detailed Qualifications

Campaigns, Political & Community Experience

- Minimum of 5 years of experience in union or community organizing and representation leading a team of at least two or more staff.
- Extensive and demonstrated campaign experience.
- Proven ability, demonstrated experience and understanding of working in an antiracist and anti-oppression framework to work with people of diverse backgrounds and cultures.
- Ability to lead members in a way that motivates and inspires members to develop into leaders and participate in key union political campaigns.
- Ability to work independently and exercise good judgment.
- Ability to demonstrate CUPE Ontario's core values in their day-to-day work.
- Ability to frame issues and articulate organizational values and priorities.
- Ability to lead and work effectively as part of a team.
- Ability to organize their time and that of staff on their team.
- Sound organizational skills to assist staff and members in managing and prioritizing work subject to deadlines in a dynamic and changing environment, as an individual and as a member of a team.
- Demonstrated understanding of the campaign organizing model and how it can be used to empower members.
- Demonstrated ability to formulate and deliver on short-term and long-term staff and member development and capacity building goals.
- Ability to draft, develop in consultation and implement campaign action plans.
- Experience in building and managing financial budgets.
- Simultaneously able to coordinate multiple tasks.
- Understanding about how to integrate various campaigns into an integrated campaign model.

Communication/Interpersonal Skills

- Sound interpersonal and political communication skills appropriate to providing a quality staff and member experience, including the ability to establish and cultivate respectful relationships with people from diverse backgrounds.
- Ability to develop and carry out plans with sound independent judgment and minimum supervision.
- Ability to hold staff and members accountable to Action Plan and the assigned work.
- Demonstrated proficiency in Microsoft Office (Word, PowerPoint, Excel, Outlook), databases, Internet and online video teleconferencing software.
- Proficiency in social media as a campaign tool is required.
- Bilingualism is an asset.

Weekly Salary: \$2,168.69 per week. Benefits, pension and conditions of employment are set out in the Collective Agreement between CUPE Ontario and COPE Local 343.

Hours of Work: The successful candidate must be available to work flexible hours including evenings and weekends as required.

Anticipated Start Date: February 2022.

We thank all interested applicants; only short-listed candidates will be contacted.

CUPE Ontario welcomes the contributions that individuals from equality seeking communities bring to our organization and invites aboriginal people; black and racialized people; women; gays, lesbians, bisexuals, queer oriented people; transgender and transsexual persons; single parents; members of ethnic minorities; newcomers and/or refugees; people with disabilities; and people of all ages to apply.

We encourage all applicants to describe the contributions and experiences they as individuals who identify as equality seekers would bring to CUPE Ontario in their cover letter. Applications from the CUPE Ontario membership are encouraged.

Applications: Persons interested should send their resume and cover letter in one document (Word or PDF). External applications will be accepted via e-mail with “Campaign Coordinator” in the subject line to the attention of Meaghan Dixon, Operations Coordinator at employment@cupe.on.ca no later than January 25, 2022 at 4pm.

Important Instructions Below:

Individuals from equality seeking communities are asked to describe the contributions and experiences they as individuals who identify as equality seekers would bring to CUPE Ontario in their cover letter.

CUPE members are strongly encouraged to apply. We require that they identify that they are a member in both the subject line and in their cover letter.

