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August 11, 2022

CUPE Ontario is seeking a Permanent Full-Time Communications Associate

If you are a critical thinker and self starter who works well as part of a team, has experience with social media tools and strategies, has experience in the trade union movement and/or progressive organizations, possesses exceptional communications skills, and works well within an anti-racist and anti-oppression framework, we encourage you to apply for this position.

CUPE Ontario is seeking a Full-Time Communications Associate to assist with CUPE Ontario's communications needs.

Applicants are invited to apply for the position by August 21, 2022 at 4pm.

CUPE Ontario's mission is to advance the lives of 280,000 members across the province, 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 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 as integral to all that we do. We work strongly in coalition with community groups and other unions to achieve our goals. 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.

CUPE Ontario is looking for an individual 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 the diversity our members and society at large. Therefore, applicants from all equity deserving communities are strongly encouraged to apply.

This position will work collaboratively with the CUPE National Communications staff assigned to CUPE Ontario, who is the lead on communications matters, and while working as part of the overall staff team, will work closely with CUPE Ontario campaign staff as well.

Overview of Job Requirements:

Fred Hahn
President

BUILDING A BETTER ONTARIO

Yolanda McClean
Secretary-Treasurer

- Develop and manage a social media strategy, including a detailed calendar to maintain a strong and growing presence on social media platforms including moderating and updating our social media accounts (Facebook, Twitter, Instagram, etc.).
- Design social media graphics using the CUPE Ontario Style Guide.
- Record and edit videos.
- Take photographs at events and rallies and work with others to collect and develop files of photos to use for campaigns, conferences and conventions.
- Provide counsel to CUPE Ontario leaders and staff on social media communication needs, including strategies, techniques and tactics, including regularly report on progress on the social media strategy.
- Write statements and other communication pieces including text for campaigns and events as needed.
- Work with printers and other production personnel in the preparation of print and electronic material.
- Write & design printed materials as required.
- Liaise with members, committees and staff assigned to support their communications needs.
- Other related duties may be assigned.

Skills and Abilities:

- Excellent communications skills combined with excellent teamworking capacity.
- Experience with developing and implementing a social media strategy including experience with paid advertising and other tools.
- Strength in prioritizing and goal setting, with the ability to handle multiple tasks simultaneously in a busy, fast-paced environment.
- Experience with using software to create and edit videos and graphics.
- Bilingualism is an asset.

Minimum Requirements:

- Demonstrated knowledge of, and experience with, major social media platforms: Facebook, Twitter, Instagram, etc.
- Strong computing skills including a demonstrated knowledge of Microsoft Office applications, desktop publishing, WordPress, Mailchimp, and posting scheduling tools like Hootsuite.
- Demonstrated experience in video editing and graphic design, with experience using Adobe Illustrator, Photoshop, and relevant video editing software.
- Post-secondary degree/diploma in a related field or equivalent working and educational experience.
- Solid working knowledge of the labour and/or progressive movements, and some knowledge of applicable legislation and best practices within the sector.
- Experience and ability in production of print and electronic materials.
- Ability to work independently and exercise good judgment.
- Ability to assist in some training of social media communications skills and strategies for CUPE Ontario leadership, staff, and members.

- Above average oral and written communication skills in the English language.
- A valid Ontario driver's license would be an asset.
- Must be prepared to travel throughout the province as needed.

Weekly Salary: \$1,730.88 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 occasional weekends.

Term: This is a permanent full-time position with a start date of September 2022.

Applications: Persons interested should send their resume and cover letter in Word or PDF. Applications will be accepted via e-mail, with "Communications Associate" in the subject line, to the attention of Meaghan Dixon, Operations Coordinator, at jobs@cupe.on.ca, no later than August 21, 2022 at 4pm.

We thank all interested applicants; only short-listed candidates will be contacted and invited to provide a portfolio of their past work.

CUPE Ontario welcomes the contributions that individuals from equity deserving communities bring and invites Indigenous people; black and racialized people; women; gay, lesbian, bisexual, and /or queer identified people; transgender and transsexual persons; single parents; newcomers and/or refugees; people with disabilities; and people of all ages to apply.

We strongly encourage all applicants to describe in their cover letter the contributions and experiences they would bring to CUPE Ontario as individuals who identify as belonging to an equity deserving community.

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