June 11, 2020

JOB POSTING

UNITED STEELWORKERS CANADIAN NATIONAL OFFICE
COMMUNICATIONS STAFF REPRESENTATIVE
(1 YEAR CONTRACT)

The Canadian National Office of the United Steelworkers is seeking to hire a casual (contract) full-time staff person, to work in our Burnaby office as part of our Communications and Political Action Department for a 1-year period, starting immediately.

The Steelworkers desires to develop every aspect of our communications with our members, government decision makers, the media and the general public. We are therefore looking for someone who is trained and experienced in current communication methods and who has media experience, political knowledge and a strong grounding in writing, editing and social media skills.

The union is seeking a person whose qualifications include:

○ Education or experience equivalent to an undergraduate degree in a relevant discipline such as communications, marketing or public relations.
○ A strong communicator with ability to write effectively to very tight deadlines
○ Demonstrated experience in writing to a popular audience in plain language
○ A proven track record of success in strategically using social media including Facebook, Twitter, YouTube, Instagram and others for campaigns or social movement goals
○ Demonstrated ability to help increase organization’s media profile
○ A successful track record running multi-platform communications campaigns on an international, national or provincial level
○ Ability to produce and oversee internal paper-based and electronic communications
○ Previous experience working with the labour or progressive movements and an understanding of the goals and challenges facing labour and United Steelworkers
○ Commitment to improving lives of working people
○ Experience working as part of a team in a fluid, fast-paced environment
○ Ability and training in current design and layout software, possibly including InDesign, Photoshop, Illustrator, Acrobat Pro
○ Ability to produce quality photos and video materials
○ Ability to work in both official languages a strong asset
○ A valid driver’s license
The successful candidate will report to the USW Canadian National Director and work with the USW District 3 Director and staff as well as the Communications and Political Action Department Leader. Their responsibilities will include:

- **Writing and editing articles, briefings, letters and speeches for internal and external consumption**
  - Increasing interaction with union membership
  - Preparing traditional and digital communications for members such as information materials, newsletters, social media posts and magazines
  - Contributing to the content of the union’s Canadian website
  - Assisting in preparing for conferences and conventions, including writing and producing materials
  - Providing advice and assistance to local unions in improving traditional and digital communication capabilities
  - Working with other departments to develop attention-getting, regular communications

- **Contributing and assisting in maintaining the union’s website, digital and social media communications**
  - Developing online regional content for use on the website and social media
  - Taking and turning around quality photos which can be used for social media and/or for print
  - Posting to social media from events
  - Creating and programming content on issues of importance to the west
  - Engaging union activists online with timely posts and responses
  - Developing and writing content for regular e-newsletters and online bulletins (NationBuilder)
  - Making and executing decisions on online communications based on metrics and current best practices

- **Improving and increasing current media coverage across western Canada**
  - Developing working relationship with reporters and producers, with a goal of increasing economy-related coverage
  - Conceiving and managing media events
  - Increasing the union’s internal and external visibility
  - Writing media releases and advisories and distributing them in a timely, targeted and cost-effective manner
  - Maintaining orderly and professional database of journalists, producers and media outlets in the western provinces and territories

- **Contributing to goals of the union**
  - Preparing notes and/or speeches for elected leaders
  - Supporting collective bargaining, organizing, legislative, and issue-based campaigns as required
- Participating in strategy discussions with department leader and other staff members
- This position is an essential component of both the Western Canada and National Office teams. This position is a part of every USW campaign in the western Canada, and many of those at the national level

**Assisting in political action efforts**
- Writing and preparing political materials
- Supporting political action and (provincial and federal) election campaigns
- Developing and actively participating in communications components of political and legislative efforts

**Other duties as assigned**

The successful applicant will receive a competitive salary and benefits package as well as reimbursement for authorized expenses at standard USW rates.

This position will be located in Burnaby, B.C., with regular travel across Canada and occasionally into the United States.

As an equal opportunity employer, we encourage applications from members of equality seeking groups, including women, people of colour, Indigenous people, people with disabilities, and members of the LGBTQ2SIA+ communities.

Contact: Mark Rowlinson  
Assistant to the Canadian National Director  
234 Eglinton Ave E, # 800  
Toronto, ON, M4P 1K7  
email resume, samples of work and covering letter to: 
careers@usw.ca by June 29, 2020

All applications will be kept confidential. Only applicants to be interviewed will be contacted.