

POSITION AVAILABLE

DIRECTOR OF COMMUNICATIONS CANADIAN TEACHERS' FEDERATION

The Canadian Teachers' Federation (CTF) is seeking a Director of Communications. Reporting to the Secretary General, the Director of Communications will be a member of the Federation's leadership team. The Director will play a key role in the planning, coordination and oversight of CTF communications activities and their alignment with broader organizational objectives and strategic priorities.

The ideal candidate will be an experienced bilingual professional who meets the following requirements:

- Minimum of 5 years of experience in communications or public relations in the education, labour or other not-for-profit sectors;
- Undergraduate degree in Communications, Journalism, or other relevant field;
- Strong understanding of labour relations issues faced by the teaching profession, particularly in Canada, including teacher welfare, working and learning conditions, professional learning, and the impacts of education policies in Canada;
- Proven track record of using social media and technology to tell stories, communicate complex ideas, and inspire people to take action;
- Excellent interpersonal skills, ability to develop relationships with colleagues and counterparts within Member organizations;
- Highly effective communication skills, both in writing and orally, in both official languages;
- Ability to work as a team member as well as autonomously, and deliver materials with a sense of urgency;
- Resourceful, creative, and strategic thinker, able to make sound decisions under pressure;
- Supporting the principle of high quality publicly funded public education and recognizing the contribution of trade unions to society.

Special consideration may be given to candidates who have experience within a unionized or political or social justice environment, or who possess a relevant graduate degree or teaching experience.

Responsibilities will include, but not be limited to:

- Creating and implementing multifaceted communications strategies to promote the CTF as the go-to voice for publicly funded public education;
- Maintaining a high visibility of the Federation's programs, services, events, and advocacy initiatives;

- Producing an online publication targeting Member organizations, teachers and education partners;
- Writing materials in various formats such as news releases, brochures, feature articles, social media posts, speeches, talking points, backgrounders, advertisements, memos, etc.;
- Building and fostering long-term working relationships with Member organizations, media, members of the community, politicians, and other partners;
- Leading and supervising a small team of staff members (working in graphic design, multimedia and administration);
- Liaising with and provide support to CTF Member organizations;
- Representing the CTF at meetings and events as appropriate;
- Responding to media requests for information, developing key messages and facilitating media interviews with official CTF spokespeople;
- Acting as liaison secretary to one of the various CTF advisory committees;
- Providing information as required to Member organizations, government officials, advocacy groups and other partners;
- Working in collaboration with other organizations and groups in jointly sponsored communication campaigns and programs;
- Draft and review speeches and addresses for the CTF president for various events.

CTF offices are located in Ottawa. Therefore, the successful candidate must work in Ottawa. Following a three-month probationary period, the position is a permanent one that comes with a competitive salary and a full range of benefits. Duties begin September 5, 2018. The CTF welcomes applications from persons with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

Interested candidates are invited to submit a cover letter and résumé, along with the names and contact details of three references and a portfolio. The portfolio should include examples of press releases and speeches you have written as well as promotional campaigns which you have developed or co-developed; ideally, the topics will be on matters of relevance to the CTF. Please submit your complete application to the attention of CTF Deputy Secretary General Sylvain Cléroux, electronically via Sandra Lane, Executive Assistant, at slane@ctf-fce.ca.

All applications must be received no later than noon on March 28, 2018 (Eastern Time). We thank all of those who apply for this position. Selected candidates will be contacted for an interview to be held in Ottawa on April 15, 2018.

Founded in 1920, the CTF is a national alliance of provincial and territorial Member organizations that represent over 238,000 teachers across Canada. The CTF is also a member of the 32-million member Education International.