

## **COMMUNICATIONS SPECIALIST (Contract) GOVERNMENT RELATIONS AND PUBLIC AFFAIRS**

The Ontario English Catholic Teachers' Association, representing 45,000 teachers in Ontario's publicly funded Catholic schools, invites applications for the position of Communications Specialist, assigned to the Government Relations and Public Affairs department of the provincial office, commencing on or around August 6, 2024. The term will end no later than December 20, 2024.

This is a senior staff position within the Association. The position works collaboratively with other department members to facilitate the internal and external communications of the Association, with an emphasis on digital communications.

Duties include:

- Collaborating in leading the development of, as well as writing and editing, the Association's internal and external communications, including *Catholic Teacher* magazine, press releases, member update emails, collective bargaining information, and social media posts, as well as other content and publications;
- Developing, implementing, and leading communications strategies, campaigns, and advocacy projects/initiatives, on specific issues facing the Association, as determined by the General Secretary in co-ordination with the Department Head, Government Relations and Public Affairs;
- Working with the Director of Member Communications and Public Affairs, and taking a lead role, in addressing media and public inquiries, and monitoring news media;
- Facilitating the development of communications products to promote best practices across the Association's social media channels, websites, email tools, and other communications platforms;
- Developing and leading workshop presentations for internal and external audiences;
- Conducting research and analysis of current education, labour, and related issues – independently and in co-ordination with the Director of Research and other staff;
- Liaising with staff in other departments on various projects that involve communications elements;
- Planning, and leading the implementation of, new and emerging communications strategies and tactics to further OECTA's strategic objectives and to best engage Catholic-teacher members, education communities, government, and the public;
- Applying an equity lens to the Association's communications to ensure that they meet OECTA's commitment to accessibility, inclusion, diversity, and equity; and
- Other duties as assigned by the General Secretary.

Minimum qualifications include:

- Demonstrated knowledge and experience in writing and editing various types of content and publications;
- Demonstrated knowledge and experience in the use of digital communications and developing digital content, including emails, social media, videos, and advertisements, as well as knowledge of applications such as Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, etc.), Canva, and other programs to create and work with graphic and video designers on digital content;
- Demonstrated knowledge and experience with public relations campaigns, as well as responding to, and proactively engaging, news media;
- Post-secondary program in journalism or communications and/or a relevant university degree along with relevant work experience;

- Five years of successful employment in the communications field; and
- Proven ability to work in a fast-paced, team-focused setting, with multiple competing priorities.

The following would be an asset:

- Knowledge of education-related issues in Ontario;
- Related association and/or union experience;
- An understanding of the principles of accessibility, inclusion, diversity, and equity, and the discrimination experienced by people who identify as Indigenous and equity-deserving; and
- An understanding of, and commitment to, publicly funded Catholic education.

This is a Senior Resource Staff position under the OECTA Secretariat Association collective agreement. Starting salary begins at approximately \$100,000. Senior Resource Staff are eligible for enrollment in the Ontario Municipal Employees' Retirement System (OMERS) defined benefits pension plan.

The successful candidates should be prepared to become involved in additional professional growth programs in consultation with the General Secretary.

### **APPLICATION PROCESS**

Application closing date: **July 25, 2024 at noon**

Qualified candidates are required to submit a résumé electronically to the attention of David Church, General Secretary, via email to [careers@catholicteachers.ca](mailto:careers@catholicteachers.ca)

For those applicants granted an interview, the Association intends to hold virtual interviews from **July 30 to August 2**. Candidates should be prepared to share a portfolio of recent work with the hiring committee.

### **SELF-IDENTIFICATION**

The Ontario English Catholic Teachers' Association is committed to employment equity and is actively seeking to ensure a representative workforce. Applicants with lived experience as an Indigenous person or a member of an equity-deserving group are encouraged to self-identify in their covering letter.

1. Do you self-identify as First Nations, Métis, and/or Inuit?
2. Do you self-identify as a member of a Black community or racialized community?
3. Do you self-identify as a person living with a disability?
4. Do you self-identify as a woman, man or as gender diverse?
5. Do you self-identify as 2SLGBTQIA+ (Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual)?

In accordance with the *Accessibility for Ontarians with Disabilities Act* and all other applicable legislation, The Ontario English Catholic Teachers' Association is pleased to accommodate individual needs for applicants with disabilities within the recruitment process. Please let us know if you require an accommodation to ensure your equal participation in the recruitment and selection process.

We appreciate the interest of all applicants, however, only those selected for an interview will be contacted.