**LETTER OF UNDERSTANDING**

**Between**

**WILFRID LAURIER UNIVERSITY FACULTY ASSOCIATION**

**And**

**CUPE 1281 WLUFA SUB-UNIT**

RE: Communications Officer Position

Whereas the Wilfrid Laurier University Faculty Association has created the limited term position of Communications Officer; and

Whereas the position is in place from June 1, 2018 to May 31, 2019; and

Whereas the position is intended to be part-time, with the incumbent working 20 hours per week;

The Parties agree that the job description for this position is not included in Appendix A of the 2018-2021 Collective Agreement between the Parties, but is instead set out below.

**Job Title:** Communications Officer

**Job Grade:** Grade 7, Step 1

**Reports to:** WLUFA President, Executive Director

**Employer:** WLUFA

**DATE:** June 2018

WLUFA is the sole and exclusive bargaining agent for faculty members and librarians. Working with the WLUFA leadership and staff, the Communications Officer will plan, develop and implement communication strategies across a variety of media platforms to communicate WLUFA’s vision, strategic directions, and key initiatives. The successful candidate will assist WLUFA with internal communications, external communications, and Member mobilization.

**Description of Duties**

The Communications Officer is responsible for:

* Working with WLUFA leadership to identify communications needs
* Planning and implementing appropriate strategies which include research, content, monitoring media coverage, and media relations
* Planning, researching, composing, editing, and assisting in the production of communications in all areas of publication, including the WLUFA website
* Maintaining and enhancing an integrated social media presence for WLUFA
* Producing member mobilization materials
* Carrying out other duties that may be assigned from time to time as the needs and/or circumstances of WLUFA change (such duties shall be discussed prior to assignment to ensure compatibility with workload and expertise)

**Specific Duties**

* Write and/or manage the writing of media releases, newsletter articles, op-eds, internal communications and community outreach materials
* Responsible for regular and ongoing social media activities (Facebook, Twitter, WLUFA blog, and others as appropriate)
* Provide on-going oversight of WLUFA website content and design
* Oversee the preparation and distribution of documents including newsletters, pamphlets, bulletins and handbooks
* Proactively seek Member stories to be used in communications
* Play a lead advisory role in management of communication strategies regarding emerging issues
* Consult on an ongoing basis with WLUFA leadership, OCUFA and other Faculty Associations regarding member mobilization
* Develop member mobilization materials
* Assist in preparation of meeting presentations as required
* Co-ordinate member recognition efforts (e.g., acknowledging internal or external awards received by Members)
* Ensure that all materials developed for internal and/or external audiences are in accessible format according to AODA requirements

**Qualifications**

* Bachelor’s degree in communications, public relations, journalism, or a related discipline
* Minimum of three years’ full-time work experience (or its equivalent) in communications, media relations, public affairs, and/or journalism
* An understanding of and commitment to post-secondary education and trade unionism
* Excellent written and technical communication skills, including proficiency in MS word, PowerPoint, and preparing print and electronic publications
* Proven success in the use of social media platforms (e.g., Facebook, Twitter) and website management, and ideally experience in running one or more social media platforms for an organization or union
* Excellent interpersonal skills and proven ability to work in a collaborative environment
* Strong organizational, problem-solving, time-management, and prioritizing skills in a multi-task environment
* Ideally experience in planning and implementing communication strategies with creativity and imagination

For the Union For the Association

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Linda Watson, Chief Negotiator David Monod, Chief Negotiator

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_