# WILFRID LAURIER UNIVERSITY FACULTY ASSOCIATION

**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
* Plan, research, compose, edit, and assist in the production of communications in all areas of publication, including the WLUFA website
* Monitoring OCUFA and CAUT messages and preparing relevant communications for WLUFA members
* 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

1. Write and/or manage the writing of media releases, newsletter articles, op-eds, internal communications and community outreach materials
2. Responsible for regular and ongoing social media activities (Facebook, Twitter, WLUFA blog, and others as appropriate)
3. Provide on-going management of WLUFA website content and design
4. Working with other WLUFA staff, manage the preparation and distribution of documents including newsletters, pamphlets, bulletins and handbooks
5. Proactively seek Member stories to be used in communications
6. Play a lead advisory role in management of communication strategies regarding emerging issues
7. Consult on an ongoing basis with WLUFA leadership, OCUFA and other Faculty Associations regarding member mobilization
8. Develop member mobilization materials
9. Assist in preparation of meeting presentations as required
10. Co-ordinate member recognition efforts (e.g., acknowledging internal or external awards received by Members)
11. 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 design and 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