



NUNAVUT EMPLOYEES UNION (NEU) JOB DESCRIPTION

Part 1 – Identifying data

Position title: Communications Officer

Supervisor's title: NEU President

Location: Iqaluit, Nunavut

Part 2 – Summary of Position

Under the direction of the NEU President, the Communications Officer provides communications leadership, strategic advice, guidance, services and support to the NEU. This includes social media and other print and online media, as well as internal and external communication services. It also includes responsibility for the NEU website and the planning and successful execution of special events and promotions. In addition, the communications officer is responsible for the preparation, editing and distribution of all NEU communications materials through a variety of media to internal and external audiences.

Part 3 – Duties and Responsibilities

- Leads and coordinates communication services and strategies for the Nunavut Employees Union (NEU)
- Develops and recommends strategies to enhance NEU's exposure and public image
- Develops and maintains strong relationships with news media that are both proactive and responsive
- Develops communication materials for both print and online media, including social media
- Administers all aspects of NEU's electronic communications platforms including updating and maintaining the NEU website, social media sites and any others
- Conducts research and gathers information on a range of issues important to the NEU membership from a variety of sources
- Monitors social media sites and online publications, research trends and issues, and prepares communications material for internal and external audiences

- Drafts documents (briefs, reports, policy statements, speeches, memos, newsletters and news releases)
- Manages all aspects of the NEU newsletter including writing original and persuasive articles, editing submissions provided by other sources, and distribution to membership
- Works with the NEU President, Executive Director and the NEU Communications Committee to recommend, create and maintain excellent information channels to and from the membership
- Participates in professional development activities to improve knowledge and skills
- Uses effective interpersonal skills to communicate complex and sensitive information
- Manages the creation and design of flyers, advertisements, brochures, logos, signage, newsletters and other exhibits or displays
- Manages contracts with professional designers and media
- Other duties as assigned by the NEU President and the Executive Director

Part 4 – Contacts

NEU President Executive Director	<ul style="list-style-type: none"> • To receive direction and assignments • For approval of communications plans • For approval of articles and other publications
NEU Communications Committee	<ul style="list-style-type: none"> • To provide information/advice on emerging issues that may affect the business environment of the Component • To provide advice on strategic communications opportunities
Membership	<ul style="list-style-type: none"> • To get feedback and develop communications materials and ideas • Update the membership on NEU activities
Colleagues	<ul style="list-style-type: none"> • To share knowledge and experience • To discuss strategic communications

Part 5 – Specific Accountabilities

The Communications Officer is responsible for conceptualizing, drafting and editing communications materials to be published or distributed by the Nunavut Employees Union. The Communications Officer is also responsible for ensuring that all communications from NEU are respectful, relevant and properly express the views and principles of the organization.

Part 6 – Qualifications and Competencies

Qualifications

- Post-secondary education (degree or diploma) in communications, media studies, or a related field is preferable but a combination of education and experience in the field of communications and campaigns with a social advocacy or labour organization, including media relations and strategic communications, will be considered
- Strong writing and research skills
- Ability to communicate orally and in writing in English
- Preference will be given to candidates who are proficient in Inuktitut (oral and writing)
- Knowledge of and experience in media relations, public relations, and other communications strategies
- Expertise in publication design, coordination and production
- Ability to respond quickly in a dynamic and changing environment
- Demonstrated aptitude for learning and applying new technologies
- Solid understanding of and experience in social media marketing and familiarity with a range of social media platforms
- Ability to write, research and utilize web-based resources
- Working knowledge of trade unions and trade union principles.
- Broad understanding of the political, social and economic context in which trade unions operate
- Maturity and ability to exercise tact, diplomacy, discretion and confidentiality
- Ability to multitask and work on multiple concurrent deadlines
- Ability to work with minimal supervision
- Demonstrated time management skills
- High flexibility with strong interpersonal skills that allow one to work effectively in a diverse team environment
- Ability to prioritize and manage conflicting demands

Part 7 – Working Environment

- Interaction with employees, management, elected leadership and the NEU membership at large
 - Regular interaction with the media, political leaders and the general public
 - Dealing with upset or angry individuals
 - Some averaging of hours required, with occasional overtime
 - Attention to numerous deadlines required
 - Operation of desktop computer and other office equipment
 - Potential for conflicting priorities and direction from more than one source
 - Extended periods of sitting
 - Some travel may be required
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Part 8 - Acknowledgement and Agreement

The above job description fairly represents the general expectations of the position of Communications Officer with the Nunavut Employees Union.

Name: _____

Signature: _____

Date: _____

Supervisor: _____