

ONTARIO SECONDARY SCHOOL TEACHERS' FEDERATION
60 Mobile Drive, Toronto, Ontario. M4A 2P3

External Posting

Communications Specialist

The Ontario Secondary School Teachers' Federation invites applications for the position of Communications Specialist. This is a unionized position.

PART 1 – POSITION SUMMARY

The Communications Specialist is responsible for supporting assigned communications and media programs in accordance with the policies of OSSTF/FEESO and applicable legislation.

DUTIES AND RESPONSIBILITIES (not listed in order of priority):

1. Develop, implement and evaluate communication strategies and programs.
2. Work with multidisciplinary teams to lead the development and execution of our communications strategy.
3. Prepare/oversee preparation of reports, briefs, speeches, presentations, web content and press releases.
4. Manage online presence including social media accounts and other external communications including newsletters.
5. Identify key stakeholder audiences and best channels to drive content for positive engagement.
6. Measure and evaluate success of communication strategies and optimize our approach.
7. Provide creative input and expertise.
8. Ability to see creative concepts through for use in OSSTF/FEESO publications, social media accounts, pamphlets, promotional materials and resource books.
9. Ensure that all materials including publications, social media images, pamphlets, promotional materials and resource books reflect OSSTF/FEESO's branding, image and related standards.
10. Respond to telephone calls, direct messages and provide information and/or assistance or refer to appropriate department or person.
11. Ensure confidentiality is maintained in accordance with the Freedom of Information and Protection of Privacy Act or other related and applicable legislation.
12. Perform other duties which may be assigned from time to time by the Director of Political Action and Communications Department to whom the Communications Specialist is assigned or the Associate General Secretary, Professional Services Division.

PART II – POSITION REQUIREMENTS

EDUCATION AND EXPERIENCE

- A four-year university degree in communications, journalism, marketing or PR.
- A minimum of 5 years' experience working in a communications role for a large organization.
- Ability to communicate in a sensitive and courteous manner with members, office staff, stakeholders and the general public.
- Exceptional communication skills – both written and verbal.
- Expertise in social media and content development.
- Strong customer-focused orientation.
- Exceptional writing and editing skills.
- Excellent interpersonal and public relation skills are required involving common sense, tact, courtesy and integrity.
- Ability to meet tight deadlines and to work under pressure while effectively managing multiple projects/tasks of varying complexities.
- Strong organizational skills.
- Requires close attention to detail and accuracy.
- Understanding of and commitment to confidentiality.

SALARY, BENEFITS AND WORKING CONDITIONS

- The starting salary for a Communications Specialist is \$100,000.
- Please refer to the Staff Association collective agreement for working conditions and benefits.
- May be required to work outside of business hours on occasion, as needed.

APPLICATION REQUIREMENTS

Please submit your résumé and covering letter to:

Cathy Renfrew, Associate General Secretary
c/o Lee Anne Gulyas, Administrator
Ontario Secondary School Teachers' Federation
60 Mobile Drive, Toronto, Ontario, M4A 2P3
Marked "Personal and Confidential"
Email: careers@osstf.ca

Please quote "**Communications Specialist**" in the subject line.

The deadline for receiving applications is **4:00 p.m. on Thursday September 2, 2021.**

OSSTF/FEESO is committed to a workforce that reflects the diversity of our members and our communities. We actively seek qualified individuals with demonstrated skill and knowledge to deal with all aspects of diversity. In accordance with the Accessibility for Ontarians with Disabilities Act (AODA), OSSTF/FEESO strives to ensure that all recruiting processes are non-discriminatory and barrier-free. If you require an accommodation, please advise the Recruitment Team in advance of attending the interview.

*OSSTF/FEESO values the participation of members with different voices from lived experiences. We recognize that the selection of candidates for federation positions from members of equity seeking groups is an asset. Self-identification of membership in equity seeking group(s) is voluntary. If you choose to self-identify, please let us know any that apply to you:

- o Black/African Black/Caribbean Black
- o FNMI (First Nations, Métis, Inuit)
- o Francophone
- o 2SLGBTQI
- o Person Living with a Disability
- o Racialized
- o Woman

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