Customs and Immigration Union
Syndicat des Douanes et de l'Immigration

PLEASE POST & CIRCULATE IMMEDIATELY

February 12, 2024

Digital Communications Specialist

The Customs and Immigration Union (CIU) is seeking to hire a full-time bilingual Digital Communication Specialist on an indeterminate basis.

Under the direction of the National President and guidance of the Communication and Political Coordination Officer, and in coordination with CIU's communications strategy, this position will support the development and implementation of a social media strategy for the union, maintain and regularly update all website content, monitor digital community engagement, and monitor all media relations.

DUTIES:

- Write and coordinate articles, design and layout, and oversee distribution, ensuring that CIU content is shared across all digital media.
- Recommend and/or create videos or graphics to enhance digital messaging.
- Develop, implement, and monitor CIU's digital presence across various platforms, using applicable tools.
- Monitor social media channels to identify articles of interest for posting and/or politically sensitive comments to escalate for action.
- Respond to website and social media requests for information and ensure timely responses are drafted.
- Draft news releases as directed and maintain media relations. Identify and maintain a list of media outlets/reporters who may be interested in CIU member stories.
- Create and/or manage social media advertising.
- Monitor and identify online arena for mentions of the CIU brand, comparators and partners, key issues and relevant news and emerging trends.
- Provide analysis and regular reporting of all digital media and report on changes, improvements, and next steps to address any issues.
- Assist in the development of the overall CIU communications and brand strategy.
- Liaise with translators to ensure timely translation of information for posting.
- Provide additional project support as requested by the National President.

QUALIFICATIONS:

- Post-secondary education in communications, public relations, journalism or a related field of study OR a combination of education, training and experience in communications, media relations or communication strategies.
- A minimum of five years' direct experience in developing digital communications for a variety of platforms and audiences in a labour, political or social organization.
- Strong research, communication and writing skills in both official languages. Bilingualism is imperative.
- Knowledge and skills related to a variety of digital communications strategies with regards to public and media relations.
- Knowledge of proofreading and writing techniques.
- Knowledge of the Adobe software suite is an asset.
- Comprehensive knowledge of trade unions and social justice principles as well as knowledge of the PSAC and CIU structure, mandate and governing policies and regulations.
- General understanding of the economic, social, political, and labour issues affecting the labour movement and specifically CIU members.
- Ability to work well with others and independently to meet assigned deadlines.
- Good interpersonal, networking, and diplomatic skills.

SALARY:

$84,004 to $94,405 plus $1,500 bilingual bonus per year.

Terms and conditions of employment apply as negotiated between CIU and the Alliance Employees Union (AEU), Unit 15.

Priority for this opportunity shall be accorded as follows: Employees of CIU; Members of the Alliance Employees Union (AEU); other PSAC unionized employees; Members of CIU; Members of the Public Service Alliance of Canada; Members of the general public. Please note that only applications from individuals residing in Canada will be considered.

CIU is committed to employment equity and seeks to ensure a representative workforce. We encourage applications from members of equity groups (women, racialized people, Aboriginal people, people with disabilities and members of the LGBTQ2+ community).

LOCATION:
CIU National Office, Ottawa, Ontario.
Telework arrangements are currently available however in-person attendance will also be required.

All applications will be reviewed by a staffing board. The board's determination for a written test or personal interview will be based on the contents of the application. It will be the responsibility of applicants to include evidence of required qualifications when applying. No travel expenses will be reimbursed by CIU.

IMPORTANT INFORMATION REGARDING THE SUBMISSION OF APPLICATIONS AND THE STAFFING PROCESS

1. Applicants must submit a letter of intent explaining how they meet the qualifications and must provide an updated resume.
2. Please indicate in your letter of intent whether you are a member of the AEU or the PSAC and, if so, to which Component or DCL you belong.
3. All applications must be submitted by email to Mark Weber at the following email address: mark.weber@ciu-sdi.ca. **Please specify "CIU – Digital Communications Specialist" when submitting your application.**
4. Applications will be received until close of business on **March 8, 2024** (5:00 p.m. ET).
5. Exams and/or interviews will be held shortly thereafter.

Customs and Immigration Union
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