



Alberta Union of Provincial Employees Job Description

Classification: Communications Officer

Date: September 25, 2014

Revised:

Summary of Duties:

The (Communications Officer) is responsible for developing messages and creating written materials and photographs, regularly updating the Union's websites and social media properties, conducting brand/reputation management, assisting with the design and production of AUPE publications, preparing membership outreach materials, managing large and small advertising campaigns with third party contractors, collaborating with the Negotiations, Research, Education and Organizing sections, and providing advice to all levels of the union, under the functional direction of the AUPE Supervisor of Research, Education and Communications.

Qualifications:

- Completion of a post-secondary degree or diploma in a relevant discipline: Humanities, Journalism, Communications, or a related field; equivalencies will be considered.
- Demonstrated ability to write effectively for a variety of audiences and media types (web/social media/print/persuasion materials).
- Demonstrated ability to work under pressure and meet deadlines.
- Demonstrated public speaking ability.
- Knowledge of the operation of Alberta's Legislature and political issues relevant to AUPE.
- Familiarity with digital photography.
- Familiarity with Microsoft Office Suite.
- Familiarity with website content management systems.
- Previous union membership and familiarity with the goals and traditions of the union movement is an asset.

Experience:

- **Previous:** Minimum of one (2) year previous experience in public relations, communications or journalism. Equivalencies may be considered.

Key Activities:

A. Communications Material

- a. Monitor mainstream media and social media for mentions of AUPE and announcements of new policy and legislation relevant to AUPE and its membership.
- b. Write news releases, photo captions, member updates, magazine feature articles, advertising copy, leaflet and brochure copy, opinion pieces, social media postings, e-mail blasts and other materials.
- c. Compose talking points and provide media/public relation's advice to members of the AUPE Executive, Management, and Organizing section, and other elected union officials.
- d. Develop and implement short-term communications plans with the assistance of Research Officers on priority policy areas.
- e. Develop and implement long-term communications plans with the assistance of Research Officers on priority policy areas.
- f. Assist Education section staff as required with the development and maintenance of print and multi-media materials.
- g. Assist Multi-media Technician and other staff in the production of video materials.
- h. Develop info graphics for print and web with Multi-media Technician and Research Officers.
- i. Implement daily updates to the AUPE Website and updates as required to the union's Websites and social media channels including new articles, photographs and clippings.
- j. Take photos of AUPE events and upload them to the AUPE Website.

B. Administrative

- a. Track the budgets and progress of assigned advertising campaigns.
- b. Mastery of content management system used for AUPE.org and other AUPE web properties.
- c. Co-ordinate the acquisition of photos of AUPE activities from members and staff throughout the union including regional offices.
- d. Properly caption AUPE digital photographs.

C. Other Skills/Abilities

- a. Deliver concise messages in media interviews (print/radio/television).
- b. Monitor legislative developments that affect AUPE and work with the AUPE Executive and Supervisor of Research, Education and Communications to develop appropriate responses.
- c. Condense research material and policy positions on complex issues into messages that align with AUPE's goals.
- d. Conduct basic research on key issues relevant to AUPE.
- e. Plan and implement advertising and grass-roots lobbying campaigns (letter-writing campaigns, petitions, town hall meetings).
- f. Develop relationships with Alberta journalists covering matters relevant to AUPE.
- g. Develop relationships in lobbying organizations, political parties, and amongst community leaders and activists.

- h. Work co-operatively as a part of a team that may include other members of the AUPE Communications Section, AUPE senior management, elected union officials and members, and staff.
- i. Detail oriented, self-motivated, and analytical.
- j. Communicate effectively, both orally and in written form, with all levels of the organization, staff, union members, witnesses, and local, provincial and regional agencies.

Communications officers will be individually assigned ongoing responsibilities, but will work together as necessary to complete projects and will cover for each other as needed.

The above statements reflect the general details considered necessary to describe the principle functions of the job and shall not be construed as a detailed description of all the work assignments that may be inherent to the job.

Any revisions of the document must be approved by the *Executive Director*.

Validating Signature:

AUPE: _____

Date: _____