



Alberta Union of Provincial Employees Job Description

Classification: Communications Department Coordinator (Team Lead)

Date: September 8, 2015

Revised: December 17, 2021

Summary of Duties:

The Communications Department Coordinator (Team Lead) is responsible for coordinating and overseeing the Department under the direction of the Senior Director of Strategic Operations or their designate. The Coordinator ensures the Department carries out the directives of AUPE's Executive and Provincial Executive related to public relations, advertising campaigns, along with providing communications support to the Union's components and Standing Committees.

The Coordinator will act as the Department's liaison to the Negotiations, Research, Education, IT and Organizing Departments as required and will be responsible to develop and ensure the Department's workflow processes are followed.

Qualifications:

- Bachelor's Degree in Public Relations, Journalism, Communications, English, Political Science, or Liberal Arts (or equivalent experience) is required. A Master's Degree in any of the above disciplines is considered an asset.
- Significant writing experience required, including experience in news writing/editing, report writing and feature writing.
- Knowledge and experience in creating and implementing marketing and communications strategies, excellent journalistic, creative writing and oral presentation skills, project management, and interpersonal skills necessary to serve as a liaison between internal and external clients and communications staff.
- Must possess the computer skills necessary to analyze data and produce written materials. Familiarity with Web content-management software is required.
- An understanding of and appreciation of the potential of digital strategies for education and mobilization is strongly preferred.

- Excellent communication and organizational skills required.
- Ability to provide leadership and work in a creative team environment.
- Ability to condense complex issues into concise, coherent messages.
- Detail oriented, self-motivated, and analytical.
- Proven ability to provide leadership in a creative team environment.
- Conversant with the labour movement, Alberta politics, historical and contemporary Indigenous issues.

Experience:

- Minimum five (5) years in a professional communications position, including journalism or public relations required.
- A background in the trade union movement, familiarity with AUPE's structure and operations, and an understanding of the Alberta political landscape is strongly preferred.

Key Activities:

A. Government and Media Relations/Monitoring

- Work with Communications Officers to build and foster relationships with news media.
- Write/edit/media releases.
- Work with Communications Officers and the Communications Technician to ensure timely release of media releases.
- Coordinate press conferences, scrums, etc.
- Develop plans with the Communications Team and the Research Department around major events (e.g. Budget, Speech From The Throne) and ensure they are adequately resourced.
- Prepare/edit speaking notes and advice for AUPE Executive Officers media appearances.
- Coordinate the monitoring of mainstream and social media for mentions of AUPE for promotion, if appropriate. Alert other AUPE Departments/Executive as necessary.
- Monitor legislative developments that affect AUPE and its members and work with the appropriate Standing Committee or Department to develop a plan for response/action.

B. Content Production:

- Along with the Communications Officers, write/edit member updates (approving unless the attention of the Director or designate is required), magazine feature articles, social media and web content, advertising copy, opinion pieces, posters, e-mail blasts and other material as required.

- Coordinate the smooth flow of content produced by the Department through the internal approval process.
- Work with the Research Department to coordinate government and other submissions.
- Work with the Organizing Department to ensure Local and Chapter needs are met, as well as responding to emergent needs.
- Assist the Education Department as required with the development of print and multi-media materials, as well as the promotion of educational opportunities.
- Support the Executive Office by overseeing the production of materials for convention and the production of other events (e.g. telephone/virtual townhalls).
- Coordinate with Digital Strategies and the Multi-media Technicians in the production of visual materials.
- Prepare/edit speeches for Executive Officers/Management Team upon request.

C. Administrative:

- Coordinate the work of Communications staff and coordinate the work of Digital Strategies staff where the digital projects relate to social media shareables, standing committee requests, larger communications campaigns and internal reports.
- Track the budgets and progress of the Department, its projects, and any assigned advertising campaigns.
- Ensure that the Negotiations Tables and Standing Committees assignment list for Communications Officers is updated on a regular (monthly) basis.
- Work with the Manager and the Communications Team to ensure adequate staffing and cover-off.
- Recommend objectives, programs, and projects to improve the efficiency and effectiveness of the Communications Department to the Manager as necessary.
- In the absence of the Manager, chair departmental meetings.

While Communications Officers, including the Communications Department Coordinator, will be individually assigned ongoing responsibilities (e.g. Negotiating Tables, Standing Committees) it is understood that all will work together collaboratively as necessary to complete projects/tasks as needed.

The above statements reflect the general details considered necessary to describe the principal 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:

Dated this day _____ of _____, 2021

