



CANADIAN      CONSEIL  
UNITARIAN     UNITARIEN  
COUNCIL        DU CANADA

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## COMMUNICATIONS MANAGER

January 2021

### **PART-TIME POSITION: 25 hours/week**

The Communications Manager has overall responsibility for overseeing the creation of a positive image and branding of the Canadian Unitarian Council for member congregations, stakeholders, and the general public. This includes the creation and implementation of a communications strategy, content creation and updates for the CUC website, social media management, creation of letters and media statements, publicity, highlighting resources for congregations and leaders, email groups management, and newsletter creation and publication.

**REPORTING:** This position reports to the Executive Director.

### **JOB RESPONSIBILITIES:**

- **Communications strategy:** implements a strategy that clearly identifies the objectives and processes for the CUC's outreach activities that outlines internal and external communications, frames media activities, defines priorities, time frames, target audiences, staff assignments, and resources.
- **Website:** in coordination with staff and Web Manager, provides updated content, manages posts and event publicity, and ensures that all content is relevant and timely
- **Social media:** manages the CUC's social media presence for maximum effect, including FaceBook, Twitter, Instagram
- **Letters and media statements:** remains pro-active on issues of interest to Unitarian Universalists. In coordination with CUC staff and volunteers who are well-versed in specific areas, ensures that letters and media statements are responsibly researched, well-written and timely
- **Publicity:** manages publicity for the CUC and its events, including highlighting resources for congregations and leaders
- **Email groups management:** coordinates email groups, including membership, posts, and updates
- **Newsletters:** creates and edits content for the eNews
- **Events:** build relations and generate written content by attending events as needed
- **Assist Executive Director:** provides assistance and support in report creation, writing, editing, generating CUC material, research, event evaluation, communications for fundraising, and other tasks



## CORE COMPETENCIES

- Excellent Communication
- Media savvy, with social media expertise
- Organization
- Problem solving
- Development & Continual Learning
- Creative & Innovative Thinking
- Flexibility
- Team Work
- Decision Making
- Timeliness & Accountability

## REQUIREMENTS

- Degree in Communications, Public Relations or Journalism or related discipline, or the equivalent in life and work experience
- Minimum of 3 - 5 years of direct work experience in a communications or public relations capacity
- Knowledge of Unitarian Universalism and congregational dynamics a definite asset.
- Proven ability to prepare and implement communications strategies.
- Excellent oral, written and interpersonal communication with strong writing and editorial abilities
- Highly effective skills in project management, prioritization, multi-tasking, and time management
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills
- Ability to work well under pressure and meet deadlines
- Ability to plan, organize and effectively present ideas and concepts to groups
- Ability to assimilate information from a variety of sources
- Ability to analyze information, and recommend courses of action to be taken.
- Thorough knowledge of the principles of effective communications and mass media, publicity, advertising, policies, education, community relations, demonstration, organization structure, and government relations, as they relate to the CUC.
- Web and computer proficiency – Wordpress, Microsoft Office Suite, G-Suite, Mailchimp, Adobe, SurveyMonkey, other web tools and applications
- Knowledge of graphic design skills and an eye for aesthetics
- Strong work ethic and great team spirit



## **WORKING CONDITIONS**

- Attendance is required at the Annual General Meeting, the CUC's National Conference every other year, regional events as required (1-3 times annually), and other special events if necessary
- Home office or ability to work in CUC office based in Toronto
- Flexibility to work evenings, weekends and extra time as required

## **COMPENSATION AND BENEFITS:**

Compensation is \$30/hour. After a satisfactory probationary period, this position is entitled to the CUC benefits package, which includes RRSP contributions and health benefits.

## **APPLICATION**

Please send letter and CV by February 9, 2021 to [jobs@cuc.ca](mailto:jobs@cuc.ca). We will contact those applicants selected for interviews.