



CANADIAN
UNITARIAN
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Canadian Unitarian Council COMMUNICATIONS SPECIALIST Job Description - June 2021

The Canadian Unitarian Council covenants to affirm and promote these principles:

- The inherent worth and dignity of every person;
- Justice, equity, and compassion in human relations;
- Acceptance of one another and encouragement to spiritual growth in our congregations;
- A free and responsible search for truth and meaning;
- The right of conscience and the use of the democratic process within our congregations and in society at large;
- The goal of world community with peace, liberty, and justice for all;
- Respect for the interdependent web of all existence of which we are a part.

The work we do is in commitment to these principles and to fulfilling our strategic priorities, which include truth, healing and reconciliation with Indigenous peoples, dismantling racism, and environmental justice. Programs, resources and engagements are planned with these priorities in mind.

PART-TIME POSITION: 25 hours/week

The Communications Specialist (CS) 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 implementation of a communications strategy, content creation and updates for the CUC website, social media management, ensuring newsletter creation and publication creation of letters and media statements, publicity, highlighting resources for congregations and leaders, and email groups management.

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 and 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: ensures the creation and publication of the CUC 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
- Social media savvy
- Organized
- Creative problem solving
- Continual Learning
- Creative and innovative thinking
- Flexibility
- Teamwork
- Networking & Relationship Building
- Conflict resolution

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

- This is a part-time position of 25 hours/week
- Home office or ability to work in CUC office based in Toronto. For home office work, some office costs are covered by the CUC, with a T2200 form (Declarations of Conditions of Employment) provided each year
- 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. All travel costs associated with the position are covered by the CUC
- Flexibility to work evenings, weekends and overtime as required for events and during busy periods (usually a heavier workload in the spring and fall)

COMPENSATION AND BENEFITS:

Level of compensation is commensurate with experience and skills, and in keeping with fair compensation guidelines. After a satisfactory probationary period, this position is entitled to the CUC benefits package, which includes RRSP contributions and health benefits.

Note: This position may be combined with the Web Guru role if all required elements are met.