



CANADIAN
UNITARIAN
COUNCIL

CONSEIL
UNITARIEN
DU CANADA

CANADIAN UNITARIAN COUNCIL
JOB POSTING: COMMUNICATIONS MANAGER
January 2024

FULL-TIME POSITION

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;
- Individual and communal action that accountably dismantles racism and systemic barriers to full inclusion in ourselves and our institutions.

The work we do in working with Unitarian Universalist congregations is in commitment to these principles and to fulfilling our strategic priorities, which include truth, healing and reconciliation with Indigenous peoples, dismantling racism and systemic barriers to full inclusion, and inclusivity. Programs, resources and engagements are planned with these priorities in mind.

FULL TIME POSITION: 75.83 hours per pay period, totalling 24 pay periods annually.

SUMMARY:

The Communications Manager has overall responsibility for overseeing communications, 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, fundraising communications and managing the content lifecycle. This would include ideation, creation, curation, publication, distribution, evaluation, and archiving content.

The Communications Manager works closely with the communications team and oversees communications channels and tactics, including websites, newsletters, blogs, social media posts and profiles, email correspondence and communication hubs, media statements and advertisements.

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 and revenue generation activities that outlines internal and external communications, frames media activities, defines priorities, time frames, target audiences, staff assignments, and resources.
- Communications team: coordinates the work of the team and supervises the staff writer.
- Websites: in coordination with staff and Web Manager, provides new and updated content, manages posts and event publicity, and ensures that all content is user centred.
- Social media: manages the CUC's social media presence for maximum effect.
- 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 and online communications hubs management: coordinates email groups, including membership, posts, and updates.
- Newsletters and blogs: writes and manages content for posting.
- Events: builds relations and generates written content by coordinating staff communications, and attending events as needed.
- Fundraising communications: with the Executive Director and CUC Board, plans and coordinates communications to donors.
- 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

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| ● Excellent Communication | ● Creative & Innovative Thinking |
| ● Media savvy, with social media expertise | ● Flexibility |
| ● Organization | ● Team Work |
| ● Problem solving | ● Decision Making |
| ● Development & Continual Learning | ● 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 is a definite asset.
- Proven ability to prepare and implement communications strategies.
- Excellent oral, written and interpersonal communication with strong writing and editorial abilities, including fundraising communications
- 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, both virtual and in person, is required at the Annual General Meeting, the CUC's National Conference every other year, regional events as required (1-3 times annually), national Board and staff planning meetings, and other special events as necessary
- Home office or ability to work in CUC office based in Toronto
- Flexibility to work evenings, weekends and extra time as required



CANADIAN UNITARIAN COUNCIL - CONSEIL UNITARIEN DU CANADA

Growing Vital Unitarian Communities
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cuc.ca – info@cuc.ca – 1.888.568.5723

COMPENSATION AND BENEFITS:

Please email jobs@cuc.ca for compensation information. 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 March 15, 2024 to jobs@cuc.ca. We will contact only those applicants selected for interviews.
