

June 17, 2024

JOB POSTING

UNITED STEELWORKERS UNION CANADIAN NATIONAL OFFICE COMMUNICATIONS STAFF REPRESENTATIVE (DISTRICT 6)

The Canadian National Office of the United Steelworkers is seeking to hire a full-time staff person, to work in our Etobicoke office as part of our Communications and Political Action Department, starting as of late July.

The United Steelworkers union works to develop every aspect of our communications with our members, government decision makers, the media and the general public. We are therefore looking for someone who is trained and experienced in current communication methods and who has media experience, political knowledge and a strong grounding in writing, editing and digital media.

The union is seeking a person whose qualifications include:

- Education or experience equivalent to an undergraduate degree in a relevant discipline such as communications, marketing or public relations.
- A strong communicator with ability to write effectively to tight deadlines.
- Demonstrated experience in writing for a popular audience in plain language.
- A proven track record of success in strategically using digital media including Action Network, WordPress, Facebook, Twitter, YouTube, Instagram and others for campaigns or social movement goals.
- Co-ordinate media interaction.
- A successful track record running multi-platform communications campaigns on an international, national or provincial level
- Ability to produce and oversee internal paper and electronic communications.
- Previous experience working with the labour or progressive movements and an understanding of the goals and challenges facing labour and the United Steelworkers union.
- Commitment to improving lives of working people.
- Experience working as part of a team in a fluid, fast-paced environment
- Excellent political and strategic judgment
- Ability and training in current design and layout software, including InDesign, Photoshop, Illustrator, Acrobat Pro.
- A valid driver's license.

United Steel, Paper and Forestry, Rubber, Manufacturing, Energy, Allied Industrial and Service Workers International Union
Syndicat international des travailleurs unis de la métallurgie, du papier et de la foresterie, du caoutchouc,
de la fabrication, de l'énergie, des services et industries connexes

800-234 av. Eglinton Ave. E., Toronto ON Canada M4P 1K7 • 416-487-1571 • 416-482-5548 (Fax/Télé.)

- Ability to produce quality photos and video materials will be considered an asset.
- Ability to work in both official languages will be considered an asset.

Reporting to the USW Canadian National Director, working closely with the USW District 6 Director and staff, as well as the Communications and Political Action Department Leader, the successful candidate will cover communications and political action work across District 6. Their responsibilities will include:

- **Writing and editing content including articles, website posts, emails and texts, briefings, letters and speeches for internal and external consumption**
 - Increasing interaction with union membership.
 - Preparing traditional and digital communications for members such as information materials, newsletters, emails, social media posts.
 - Contributing to the content of the union's website.
 - Assisting in preparing for conferences and conventions, including writing and producing materials.
 - Providing advice and assistance to local unions in improving traditional and digital communication capabilities.
 - Working with other departments to develop regular communications.
 - Working with District organizers on current and upcoming campaigns.
- **Contributing and assisting in maintaining the union's website, digital and social media communications**
 - Scripting and producing News@6 LIVE (external video production).
 - Developing online regional content for use on the website and social media
 - Taking and turning around quality photos which can be used for social media and/ or for print
 - Generating digital content from events.
 - Creating and programming content on issues of importance to Ontario and the Atlantic.
 - Developing and writing content for regular e-newsletters and online bulletins (Action Network)
 - Making and executing decisions on digital communications based on metrics and current best practices.
- **Improving and increasing current media coverage across Ontario and the Atlantic region**
 - Developing working relationship with reporters and producers, with a goal of increasing economy-related coverage.
 - Conceiving and managing media events
 - Increasing the union's internal and external visibility

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- Writing media releases and advisories and distributing them in a timely, targeted and cost-effective manner.
- **Contributing to goals of the union**
 - Preparing notes and/or speeches for elected leaders.
 - Supporting collective bargaining, organizing, legislative, and issue-based campaigns as required.
 - Develop and update campaign materials, training programs and education materials.
 - Participating in strategy discussions with Department Leader and other staff members.
 - This position is an essential component of both the Ontario and Atlantic Canada and National Office teams. This position is a part of every USW campaign in Eastern Canada (excluding Quebec), and many of those at the national level.
- **Assisting in political action efforts**
 - Writing and preparing political materials.
 - Supporting political action, election campaigns and following political activity outside of election periods (at the provincial and federal levels).
 - Developing and actively participating in communications components of political and legislative efforts.

USW is committed to employment equity and encourages applications from members of equality seeking groups, including women, Black, Indigenous and racialized people, people with disabilities and members of the 2SLGBTQIA+ community.

This is a bargaining unit position covered by the Staff Representatives' Union, with a starting rate of \$99,011.09 to a top rate of \$127,756.23, plus lease vehicle, per diem and a generous benefit & pension package.

The positions will be located in Etobicoke, on the west side of Toronto, with frequent travel across Canada and occasionally into the United States.

Please send an email including a CV, samples of work and cover letter by July 5, 2024 to careers@usw.ca.

Contact: Meg Gingrich, Assistant to the National Director, United Steelworkers, mailing address 800-234 Eglinton Avenue East, Toronto, Ontario M4P 1K7.

All applications will be kept confidential. Only applicants to be interviewed will be contacted.

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