

Job Posting: OFL Communications Director

The Ontario Federation of Labour (OFL) represents 54 unions and one million workers and is Canada's largest provincial labour federation. The OFL is seeking a new Communications Director to lead the organization's membership and public communications efforts.

Join a small, dynamic team of elected leaders, social justice advocates and other skilled staff at the OFL. The successful candidate would begin in June and work out of the OFL office in the North York area of Toronto.

The qualified candidate must have:

- 6-10 years of communications experience, particularly in a leadership role;
- Excellent writing and editing skills;
- The ability to lead a team;
- The ability to provide strategic advice related to communications in its many forms;
- Strong media contacts and the ability to make compelling media pitches;
- Experience writing opinion editorials;
- Excellent social media skills using a variety of platforms;
- Experience leading media / message training;
- The ability to be a self-starter and work independently;
- Familiarity with the NationBuilder platform as a communications and engagement tool;
- Experience managing competing priorities;
- A deep commitment to social justice, workers' rights and the trade union movement;
- A drivers' license and car; and
- Previous experience working in a trade union or not-for-profit environment.

French language skills will be considered an asset, as will graphic design skills. **The successful candidate will oversee a variety of areas related to the OFL communications efforts, including:**

Member Relations:

- Overseeing and executing the OFL's member engagement strategy;
- Drafting/assisting with the production of public reports, literature and speeches; and
- Writing, editing, and co-ordinating the design and production of all internal and external communications materials (eblasts, flyers, newsletters, posters).

Media Relations:

- Drafting and editing advisories, releases, op-eds, blog posts;
- Developing message boxes and preparing officers for media interviews;
- Providing media training for officers and staff; and
- Developing and maintaining relationships with journalists, producers and editors across all media platforms and outlets.

Public Relations:

- Overseeing all online, print and broadcast ad creation and distribution;
- Developing and maintain the organizational brand of the OFL (logos, fonts, style guide); and
- Managing opinion polling and focus group testing for internal and external use, when applicable.

Online and social media:

- Overseeing the development, design and maintenance of OFL website, campaign sites and online properties;
- Developing and overseeing online and social media strategies;
- Managing organizational social media accounts; and
- Providing social media training to officers and staff.

Photography, Video and Design Work:

- Documenting and maintaining the OFL photo and video records for archiving purposes;
- Co-ordinating photography, photo editing and photo sharing;
- Co-ordinating videography, video editing and video sharing;
- Co-ordinating commissioned illustration and graphic design work; and
- Managing all external communications vendors.

Full-time permanent position, working out of the Ontario Federation of Labour office. The successful candidate would fall under the COPE 343 OFL Director's collective agreement with a salary of \$103,000/yr + benefits.

The Ontario Federation of Labour is an equal opportunity employer. As such, it encourages groups who have been historically disadvantaged with respect to employment to apply for positions in the Federation. Workers of colour, Aboriginal workers, workers with disabilities, and gay, lesbian and transgendered are encouraged to self-identify.

Applications, including supporting communications materials, can be sent to Kathy Neumann kneumann@ofl.ca. The deadline is Thursday, June 9 at 3 p.m.

DATE POSTED: May 27, 2016
REMOVAL DATE: June 9, 2016


Patty Coates, Secretary-Treasurer

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