



Saskatchewan Government and General Employees' Union

POSITION DESCRIPTION

POSITION TITLE: Communications Officer

DEPARTMENT: Communications

SALARY: Pay Band 12

ORGANIZATIONAL PROFILE:

The Saskatchewan Government and General Employees' Union (SGEU) is "a membership driven, democratic union that strives for healthy productive work environments as we provide quality public services and representation for all interest groups." We value respect, learning, cooperation, dignity, equality, justice and diversity. Headquartered in Regina, the SGEU has offices in Saskatoon and Prince Albert where qualified and competent staff provide a wide range of services to over 21,000 members.

DEPARTMENT PROFILE:

The Communications Department proactively supports SGEU's public image and policies through various media and communication forums.

POSITION ROLE:

Reporting to the Director of Membership Information Services/Information Technology (MIS/IT) and under the direction of the President, the Communications Officer's work is performed in consultation with Senior Sector leaders, Labour Relations Officers, other Communications Officers and the Education Officer.

KEY ACCOUNTABILITIES AND PRIMARY FUNCTIONS:

The following are the Key Accountabilities and Primary Functions of the position, although other duties and tasks may be assigned. Performance evaluations are based on the requirements contained in this position description, policies and procedures of the organization and the department and any specific goals and objectives that may be set for each employee.

- Develop and implement campaigns and social marketing initiatives designed to influence public opinion on a range of social, political and economic issues. This will involve analysis, long-range strategic planning, research, and knowledge of communications concepts such as conceptual framing of issues.
- Initiate innovative creative concepts and oversee the development of a range of communications products tailored to targeted audiences, including interactive web-based materials, television, radio, billboard, digital and print ads and social media.
- Research, write, edit and prepare for publication a variety of communication products, such as newsletters, news releases, briefs, pamphlets, and resource kits.

- Assist in the ongoing development of the organization's web-based communications, which includes writing for the web, maintaining and updating the website, and developing and implementing innovative on-line resources, such as e-petitions, videos, and social media campaigns.
- Participate in the planning and implementation of conferences and educational sessions, including facilitation, development of materials and other support services.
- Manage media relations.

EDUCATION, KNOWLEDGE AND EXPERIENCE:

- University graduation in journalism, social sciences, arts or humanities with three years' experience in the communications field, or an equivalent combination of education and experience is required.
- Knowledge and understanding of the labour movement, the public sector, and key public policy issues is essential.
- Editing newsletters and other publications.
- Developing content and writing articles and advertisements including overseeing the design and layout.
- Knowledge and understanding of the trade union movement and issues facing the union movement.
- Strategic planning processes and implementation of strategic plans in an identified service area or program of labour relations.
- Experience in designing communication products utilizing technical programs such as Adobe Creative Suite is an asset.

COMPETENCIES:

- Creative, positive, dynamic, proactive self-starter
- A demonstrated ability to communicate both orally and in writing is required
- Ability to undertake research tasks and oversee the development of research projects
- Ability to work independently, prioritize assignments, work to deadlines and manage multiple tasks is essential
- Excellent listening skills
- Works effectively and cooperatively in a team environment
- Consistently demonstrates a high level of professionalism
- Exhibits a professional public image in demeanor and attire
- Excellent interpersonal and customer service skill
- Responds to requests in an accurate, respectful, effective and timely fashion
- Ability to exercise independent judgment and take initiative in problem solving
- Demonstrated ability to maintain confidentiality and exercise discretion is required
- Good understanding of trade unions and their purpose