



## ASSOCIATION OF EMPLOYEES SUPPORTING EDUCATION SERVICES

103-900 Harrow Street East • Winnipeg, MB R3M 3Y7

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*Proud Member of the Confederation of Canadian Unions*

### POSITION VACANCY

Applications are invited for the full-time position of **Communications Officer** for the Association of Employees Supporting Education Services (AESES), bargaining agent for more than 3,000 employees of the University of Manitoba, The University of Winnipeg, and St. Andrew's College.

Letters of applications, accompanied by a current resume, may be submitted to the AESES Business Office; c/o Lisa McKendry; 103-900 Harrow Street East; Winnipeg, MB; R3M 3Y7 by **Friday, August 7, 2020**. Applications may also be submitted by email to [lmckendry@aeses.ca](mailto:lmckendry@aeses.ca).

<b>Position:</b>	Communications Officer (Administrative Assistant 3)
<b>Salary (Annual):</b>	\$53,544.40 - \$69,979.00
<b>Proposed Start Date:</b>	September 8, 2020
<b>Hours of Work:</b>	8:30 a.m. – 4:30 p.m., Monday to Friday
<b>Probation/Trial Period:</b>	840 hours worked
<b>Location:</b>	AESES Business Office, 103-900 Harrow Street East

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#### RESPONSIBILITIES:

##### Communication Strategy:

- Determines various communications strategies for connecting with the AESES membership, taking into consideration membership demographics and the most effective method of message delivery for each group. Develops plans for executing communications strategies for approval by the Communications Committee and/or Executive Director.
- Responsible for implementing approved communications strategies and developing assessment methods to monitor and evaluate the success of each plan.
- Assists in the development of communications strategies for emerging issues.
- Identifies opportunities for proactive advancement of AESES' success stories to the membership.
- Writes a variety of speeches, letters and articles for the President and executive officers of the Association.

##### Newsletter and other Publications:

- Produces regular issues of *inside AESES* newsletter:
  - incorporates layout and graphics specific to articles to achieve visual impact;
  - distributes potential articles to committee members;
  - solicits and writes articles for *inside AESES* as required.

- Designs brochures, bulletins, etc., including announcements for regular events held by the Activities and Education Committees.
- Prepares signing copies and camera-ready copies of collective agreements for publication.
- Prepares Constitution and Bylaws for printing.
- Updates manuals such as Board of Representatives binder, Policies and Procedures manual, etc.
- Responsible for preparation of AGM booklet; sends letters to Chairs, responsible for notification to membership, etc.

#### AESES App, Website and Social Media:

- Responsible for updating and maintaining the AESES app and website, including writing and/or editing content and ensuring functionality. Contacts the vendors for any technical issues that cannot be resolved locally.
- Responsible for daily updating and posting to social media accounts such as Facebook, Twitter, Instagram, etc.
- Monitors news and current issues in labour relations/union matters regularly to determine information to share with the membership.

Communications (during negotiations) – Working with the Negotiation Committees and Bargaining Teams, coordinates communication with the membership and the public during negotiations, including:

- Produces bargaining updates for the membership.
- Develops media releases.
- Assists the spokesperson in preparing for interviews.
- Communicates with other unions as necessary, e.g., support, logistics, etc.
- Develops and maintains strike website and/or social media sites.
- Prepares strike signs and handouts for the picket line.

#### Committee Liaison Activities:

- Organizes the Annual Volunteers' Appreciation Banquet. Prepares invitation list, arranges menu, music and special arrangements.
- Responsible for the logistics required for Association conferences and seminars including venue, accommodations, facilitators, materials, etc.

Research – Assists the Executive Director and/or Labour Relations Officer by:

- Researching, analyzing and preparing reports on issues of concern (e.g., costing of proposals, salaries, benefits, contract clauses, etc.).
- Collecting data, preparing proposal packages as directed, and maintaining records.

#### Other:

- Acts as backup to the Office Assistant position in their absence.
- Participates in special projects and Association activities as required.
- Responsible for annual inventory of work area.
- Performs other related duties as assigned.

## **QUALIFICATIONS:**

### Formal Education and Designations:

- University degree or Community College diploma in a related field (i.e., graphic design and/or communications/journalism).

### Experience:

- 3 years of directly related experience in the field of communications/graphic design.
- Experience in website and social media design is preferred.
- Marketing experience or training is preferred.
- Experience in developing communications approaches within a unionized environment is preferred.
- An acceptable equivalent combination of education and experience may be considered.

### Skills, Knowledge, Abilities:

- Demonstrated proficiency with InDesign, Adobe Photoshop, Adobe Acrobat, Word, PowerPoint, and Excel is required.
- Must have a high level of creativity with strong design and brand identity sensibilities.
- Proficiency in web design (using WordPress) is preferred.
- Proficiency in multi-media design and social media use is preferred.
- Ability to manage multiple projects simultaneously is required.
- Excellent communication skills and strong interpersonal skills are required.
- Excellent writing and editing skills are essential.