



BC FERRY & MARINE WORKERS' UNION

1511 Stewart Avenue
Nanaimo, BC V9S 4E3
250.716.3454 or 1.800.663.7009
250.716.3455 Facsimile

Communications Officer (Temporary, Full-time)

Come work with us!

The BC Ferry & Marine Workers' Union is the largest maritime union in Canada representing more than 4,500 members who operate and maintain British Columbia's world class ferry service. You'll find our members on ship and shore across 41 vessels, 49 ports of call and at other work sites.

The BCFMWU's diverse membership includes trades workers, ships' officers, commercial drivers, retail and catering staff, IT and administrative staff, customer service attendants, cleaning and maintenance staff and many other skilled workers aboard the vessels and on shore.

The opportunity

We are seeking a skilled and experienced communications practitioner to help deliver timely and relevant communications that inform and engage members about union activities and campaigns including collective bargaining. Our members' stories about the work they do to support critical ferry services, along with the pressures that they face on the job, need to be heard by the travelling public, politicians and regulators. Identifying opportunities to share these stories through the media and via targeted public campaigns is a key aspect of the job.

You'll be providing strategic communications counsel to elected union leaders and staff as they advocate for fair compensation and safe working conditions for our members.

Reporting to the Provincial President or designate, this new position within the BCFMWU staff complement is being initially posted for a one-year term with the possibility of renewal. Our union offices are located in Nanaimo, British Columbia, the traditional territories of the Snuneymuxw, Snaw-Naw-As and Stz'uminus First Nations.

Remote work opportunities will be considered for this position.

Duties

- Write copy and develop other content for bulletins, social media posts, leaflets and other communications formats.
- Monitor union social media channels, identify emerging issues for union leaders and provide guidance on managing official BCFMWU social media channels as directed and in accordance with union policies and procedures.
- Draft speeches and statements for union officers.
- Draft media releases, liaise with reporters, and assist union leaders to prepare for media interviews.
- Develop and implement workplace and public facing campaigns.
- Ensure that union communications and campaigns reflect the union's commitment to the principles of equity and inclusion.

mailroom@bcfmwu.com

Facebook and Twitter @bcfmwu.com

www.BCFMWU.com

AFFILIATED WITH:

BC Federation of Labour

BC General Employees' Union

Canadian Labour Congress

National Union of Public & General Employees

International Transport Workers' Federation

- Liaise with external contractors such as advertising agencies, polling companies, graphic designers and others as required.

Qualifications

- Excellent written and verbal communications skills.
- Experience writing clear and accurate copy for a variety of audiences and formats including press statements, op-eds, information bulletins, social media posts, briefing notes, speeches and reports.
- Familiarity with social media platforms and web-based communications tools. Basic photography, video and graphic design skills geared to developing social media content are an asset to this position.
- Experience overseeing contracted creative professionals and other suppliers.
- Experience working in a communications/public relations role in a non-profit or union setting.
- Demonstrated ability to build strong relationships with the media.
- Good working knowledge of the labour movement and the collective bargaining process.
- Strong interpersonal skills and demonstrated ability to work independently and under tight deadlines.
- Post-secondary education in journalism or communications, or an equivalent combination of training and experience.

Salary and other conditions of employment

This posting is for a one-year term, with the possibility that the position may be made permanent. The salary range is \$110,000 to \$125,000 commensurate with the successful applicant's experience, plus additional reimbursement in lieu of benefits.

How to apply for this opportunity

Please send a resume and cover letter outlining your interest in and qualifications for this position to hr@bcfmwu.com with "Communications Officer" in the subject line.

The application deadline is November 12, 2024, at 4 p.m.

The BCFMWU is committed to fostering a workplace that is free of discrimination, values diversity and is reflective of our membership and the communities we serve.

BCFMWU members are encouraged to apply.

While we thank all applicants for their interest in this position, only those selected to be interviewed for the position will be contacted.