

Position Description

Position Title: Communications Officer
Status: Part-time 80% non-exempt
Reports to: General Secretary

Purpose/Summary

The incumbent will work collaboratively with program staff to promote, advance and communicate the work of The Canadian Council of Churches (CCC) and its commissions, reference groups, committees and operating division Project Ploughshares. The communications efforts should concentrate specifically on effective marketing, especially the Week of Prayer for Christian Unity and the Intercultural Leadership and Learning programs. This position involves being part of a collaborative team committed to the challenges and gifts of facilitating the work of 25 member denominations, their different organizational cultures and ways of working.

Typical Duties and Responsibilities:

- A. Collaborate with the CCC staff team to support communications needs of the CCC in all its expressions: Commissions, Groups and Committees (see appendix for examples).
- B. Communicate with networks of volunteers and member representatives, multiple supporting constituencies, and reach out to identify and engage potential program participants through the websites, print and social media, email, newsletter, and other platforms as appropriate
- C. Support and facilitate fundraising and advancement efforts.
- D. Engage with church and Canadian media in response to current events.
- E. Maintain branding and visuals guidelines for the CCC in all its expressions.
- F. Manage relationships with part-time contractors for translation, print and website design and layout.
- G. Work closely with the Communications Committee of the CCC as a direction setting and advisory body.
- H. Monitor and report on key performance indicators for communications in collaboration with the General Secretary.
- I. Perform other duties as assigned.

Qualifications:

- A. Excellent communication with strong writing and editing skills.
- B. Familiarity with marketing and communications strategies for advocacy, education and promotions. Someone who can thoughtfully design posters, brochures, and email

announcements with an eye for the audience and what needs to be communicated is desirable.

- C. Excellent ability to communicate with supporters from a donor-centred perspective and assist the General Secretary with fundraising and advancement.
- D. Competence in web-based applications, social media, and content management systems (especially WordPress); initiative in researching and acquiring competence in new web-based applications, meeting and learning platforms as needed to support the Council's communications and promotion.
- E. Detail orientation is necessary as well as the ability to work independently and collaboratively, with a high demand for maintaining consistency and accuracy in message and content.
- F. Understanding of and commitment to the mission of the CCC.
- G. Strong interpersonal and consulting skills.

Education and/or Experience:

- A. Bachelor's degree, in communications preferred.
- B. Three years of work experience in web and layout software is preferred.
- C. Experience with managing web development projects and other communications initiatives; and previous work with volunteer boards and committees would be an advantage.

Language Skills:

- A. Proficient in both official languages.

Physical & Mental Demands

Keen attention to detail is required and the incumbent will be required to meet the demands of time-sensitive deadlines. Some occasional travel is required.

Work Environment

The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Approved by: _____ Date Approved: _____
The Acting General Secretary

Appendix: Examples of Specific Tasks

Collaborate with the CCC staff team to support communications needs of the CCC in all its expressions: Commissions, Groups and Committees. Examples include, but not limited to:

- Promote the distribution of the Week of Prayer for Christian Unity materials, and the celebrations of the Week of Prayer for Christian Unity in Canada, working with staff and volunteers. Maintain and develop the Canadian Week of Prayer for Christian Unity website and listserv: www.weekofprayer.ca / www.semainedepriere.ca .
- Promote Deepening Understanding for Intercultural Ministry (DUIM) programs, design electronic advertising, and edit layout and content of the Forum for Intercultural Leadership and Learning website (www.interculturalleadership.ca).
- Fundraising and advancement materials: design and layout, coordinating mailings with third party organizations.
- Contribute to the development of the regular podcast, “Faith and Witness”, working with the Faith and Witness staff and volunteers; and liaise from time to time with the Faith and Witness Commission.
- Monitor and promote the Canadian Interfaith Directory, collaborating with staff and volunteers of the Christian Interfaith Reference Group.
- Frequent website updates and upkeep.
- Fielding calls and emails from the public and from media.
- Assist with production of a wide range of electronic and print ecumenical resources for use by member churches and the public-at-large, update and maintain the webstore.