



BCTF

British Columbia Teachers' Federation A Union of Professionals
100-550 West 6th Avenue, Vancouver, BC V5Z 4P2 bctf.ca
604-871-2283 1-800-663-9163 

Communications and Campaigns Division

Director

Full-time continuing position

The role

Reporting to the Executive Director, the Director of the Communications and Campaigns Division (CCD) leads the creation and implementation of all strategic communications initiatives in support of the BCTF's leadership priorities. The Director, CCD has overall responsibility for all aspects of the effective operation of the division. This requires a broad range of skills in strategic communications, media relations across multiple platforms, issues management, political action, campaign planning, public opinion research, graphic design, community outreach, training for local leaders and activists, editorial advice, event planning, team building, and more.

The Director, CCD and staff also carry the important responsibility of coordinating the Federation's democratic governance structures: the Executive Committee, Representative Assembly and Annual General Meeting. The director also supports and promotes other annual events such as the October PSA Day, the New Teachers' Conference, and the Women's Institute, and takes the lead on organizing the biennial Public Education Conference.

The Director, CCD works to ensure that all campaigns come in on time and within budget, providing oversight on the administration and implementation of all communications initiatives. As well, the director coordinates internal and external communications across divisions and locals, with other teacher unions, and the broader labour movement in Canada and abroad.

The Director, CCD also focuses on team-building opportunities, provides direction to divisional staff, assigning and supporting specific responsibilities, supervising completion, supporting and coaching staff as needed

Duties and responsibilities

Team Leadership

- Co-ordinating the work plan of the division to ensure clarity, alignment, and timely completion of objectives.
- Providing direction to divisional staff, assigning and supporting completion of specific responsibilities.
- Coaching and providing mentorship to divisional staff towards growth and development in their roles.
- Providing guidance, feedback and expectations where needed to support divisional staff in meeting the requirements of the work of the division and specific job duties.

Strategic Communications

- Responsible for strategic communication of the Federation, including BCTF brand identity and key messages on Federation priorities.

- Communicating a commitment to diversity, inclusivity and anti-racism, and enhancing opportunities to raise members' voices that have been underrepresented and marginalized.
- Designing comprehensive communications plans, campaigns and related strategic advice for and in collaboration with the Full-Time Table Officers and Executive Committee on specific issues facing the Federation
- Coordinating strategic communication across the Federation and divisions regarding plans for significant internal change and/or projects.
- Identifying potential communication challenges for the Federation and proactively suggesting strategies to mitigate potential risks.
- Working closely with the Executive Director to manage internal communications and ensure that staff are kept apprised of Federation initiatives, plans, and actions.

Media and Member Relations

- Leading division staff to proactively engage and co-ordinate Federation campaigns in the defense of public education, through media, local contacts, and/or external stakeholders and partners.
- Developing relationships with journalists and reviewing external communications to ensure timely and accurate delivery of key messages.
- Identifying and planning media announcements and events in partnership with the Full-Time Table Officers, staff in the Executive offices, members of the Executive Committee, locals, and members as needed.
- Maximizing use of social media platforms to advance the communication strategies of the BCTF.
- Staying abreast of new trends in digital communications and keeping the BCTF at the forefront.
- Providing editorial guidance to the editor of *Teacher* magazine to ensure the flagship publication reflects Federation priorities and highlights the work of members.
- Designing strategies to ensure that Federation activists, members, and staff are part of the broad communication of Federation priorities.

Other duties as required.

Desired qualifications:

- University training
- Public school teaching experience, preferably in BC.
- Voluntary and/or elected service in teacher organization work or other related labour experience.
- Experience in leadership positions, including managing, leading, or supporting a team of staff
- Understanding of issues of diversity, equity, inclusion, social justice, and a desire to further learn and grow in this area.
- Ability to communicate in French.

Salary: Starting salary is **\$111,750** per annum depending on BCTF staff experience, if any. Full range of benefits.

Appointment date: January 1, 2021, or a mutually agreeable date.

Applications: Only applications received in writing by 5:00 p.m., Wednesday, November 25, 2020, will be considered. Send a letter of application, citing job posting number JP1113, and résumé including reference contact information by email to postings@bctf.ca. Please contact Eliza Green at 604-871-2200 or toll free 1-800-663-9163, ext. 2200, to indicate that you have emailed your application.

Deadline for applications is 5:00 p.m., Wednesday, November 25, 2020.

Because the BCTF has an affirmative action policy, an applicant may wish to provide, on a voluntary basis, information as to whether they self-identify as a member an equity-seeking group, which includes female, trans (trans, transgender, transsexual, genderqueer, two-spirit, transwoman, transman), visible minority or racialized person, Aboriginal (Indigenous) person, person with a disability, or lesbian, gay, or bisexual person.*

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