



## POSITION DESCRIPTION

---

<b>Position Title:</b>	Media Officer
<b>Classification:</b>	5
<b>Location:</b>	Ottawa
<b>Reporting Relationships</b>	
· Reports To:	Director of Communications
·	
<b>Date:</b>	April 2019

---

### SUMMARY

Under the general direction of the Director of Communications and working in close collaboration with the Communications, Development and Political Teams and other members of staff, the Media Officer is responsible for planning, developing and implementing the Council's media strategy and contributes to the organization's overarching communications strategy.

The Officer is specifically responsible for: writing/editing/researching press releases, media statements, op-eds and other media/communications pieces; ongoing media monitoring and ensuring prompt and effective responses to emerging issues; cultivating and maintaining effective relationships with members of the media; growing, moderating and populating the Council's social media feeds to support the organization's goals and drive digital engagement; staying current on social media analytics, trends and best practices, and producing certain communications materials.

The Officer is further responsible for developing, planning and implementing media/communications components of the Council's campaigns, fundraising and organizing strategies. As well, the Officer is responsible for collaborating with other members of the Communications Team to ensure that all work of the Team is effectively planned and implemented, and with other Council staff to ensure the effective and efficient functioning of the organization.

---

### MAJOR RESPONSIBILITIES

- 1. Plans, develops and implements the Council's media relations and social media strategies, and contributes to the Council's broader communications strategy; provides media and social media support to the Council's campaigns, fundraising and organizing objectives: (80%)**

## Media Relations (35%)

- identifies media opportunities through media monitoring and analysis;
- undertakes proactive and reactive outreach activities; liaises, ensures appropriate contact, develops and maintains good working relationships with appropriate journalists and outlets, responds to inquiries from journalists, including interviews;
- acts as a campaign/organizational representative/spokesperson (e.g. attends conferences, press conferences, makes statements to the media etc);
- participates in the scheduling and planning of, and in providing advice and direction for, all planned national and regional media/communications activities in collaboration with campaigns, development and organizing staff (e.g. media releases/conferences, events, paid publicity, etc.) including logistical elements and oversight of event staff/volunteers as needed;
- writes and, where appropriate, edits and ensures distribution of Council media releases, op-eds, letters to the editor, briefs and articles for the mass media in collaboration with other staff;
- monitors and assesses media coverage, tracks media performance of Council spokespersons, and prepares briefing sessions for them as required on dealing effectively with the media;
- briefs the Director of Communications and Executive Director on media and communications matters;
- prioritizes areas for work, integrating these with organizing and campaign objectives;
- participates in the development and implementation of an effective media and communications strategy;
- maintains media contact lists for Council campaigns, fundraising and organizing efforts;

## Social Media (35%)

- runs the Council's social media feeds and plans, develops and implements the organization's social media strategy in collaboration with other staff;
- leverages the Council's social media feeds to elevate the organization's profile and grow our base of supporters and followers;
- tells the story of the Council's work through our social media feeds with the timely posting of campaign updates and breaking news, celebrating organizational successes, sharing of photos, video and other digital content etc;
- produces original digital content, including video and graphics, to drive social media

sharing and direct followers and influencers to political and fundraising digital engagement pages;

- monitors emerging issues on social media for opportunities to amplify the Council's work;
- develops and enforces the Council's social media community standards, including monitoring and moderating posts on all Council feeds;
- livestreams events organized by the Council and allies as needed;
- monitors and evaluates social media metrics to assess the effectiveness of the Council's digital engagement strategies;
- contributes to the planning, development and implementation of the Council's broader digital engagement strategies;

#### General Communications (10%)

- contributes to the production of Council materials, publications, correspondence and development materials as requested;
- responds to complex and strategic information requests and correspondence (mail, email, social media posts, phone, etc.);
- performs all similar and related duties;

#### **2. Collaborates with other members of the Communications Team to ensure all media/communications work is effectively planned and implemented: (10%)**

- contributes to the preparation of the annual Communications Team plan and budget (overall and in assigned areas);
- participates in team meetings to coordinate work, resolve operational issues and ensure harmonious relations amongst team members;
- participates in regular joint work planning and work plan review sessions and annual performance evaluations;
- contributes to the preparation of reports to the Executive Director and the rest of the organization as required;
- provides input to the hiring of Communications Team staff as requested by the Director of Communications;
- develops & maintains working files and collaborates with other team staff on their eventual integration into common files;

### **3. Collaborates with other Council staff to ensure the effective and efficient functioning of the organization: (10%)**

- provides input to the development of effective communications, organizing and campaign strategies for the Council;
- participates in the planning and implementation of the Council's long-term and annual operational plans and strategies;
- contributes to the development of plans and strategies and the resolution of operational issues together with other teams;
- participates in general staff meetings.

### **POSITION QUALIFICATIONS**

The ideal candidate will have:

- a university degree in journalism/communications or other relevant education;
- thorough knowledge of, and at least three years experience in, media relations, social media and communications for a not-for-profit organization or similar structure;
- understanding of how communications play a key role in building social movements, and driving advocacy and fundraising campaigns.
- a commitment to the Council's values, vision and direction;
- superior knowledge of current federal, economic, social and political issues;
- exceptional written, oral, editing, message-development and research skills in English with fluency in French considered an asset;
- ability to deliver high-quality work in a fast-paced environment and to switch gears quickly from one project to the next;
- ability to synthesize information and express complex concepts in a clear and compelling manner, including the ability to translate political, environmental and social analysis into engaging communications messages;
- high proficiency at running multiple social media platforms, namely Facebook, Twitter, Instagram, including content generation and management to tell compelling stories, elevate organizational profile, attract influencers and new followers, and drive deeper digital engagement;

- understanding of how to monitor and interpret web analytics and other metrics to improve media and communications strategies;
- graphic design and video production/editing skills;
- proven skills and experience in the planning and implementation of projects;
- curiosity and willingness to always be learning;
- good interpersonal skills and the ability to exercise tact, discretion and judgement at all times;
- proven administrative skills and an organized approach with an ability to prioritize and effectively handle many demands;
- capacity to work in a self-directed manner and demonstrated ability to work well within a team setting.