



Employment Opportunity

United Food and Commercial Workers (UFCW) Local 401

Union Labour Relations Officer – Communications (Temporary)

The United Food and Commercial Workers (UFCW) Local 401 is Alberta's largest private sector union with more than 32,000 members working in diverse industries such as retail, food processing, beverage production, hospitality, gaming, and education. We are part of the 1.3-million-member United Food and Commercial Workers International Union, representing working people across North America.

Our growing local union is seeking a temporary **Union Labour Relations Officer - Communications** to work out of our Edmonton Office for up to one year with the possibility of extension.

This role will work within our Communications Department developing coherent and effective message, voice and brand for the local union. They will build and enhance the digital presence of the local union to support advocacy of current members and recruitment of new members. They will be responsible to assist with growing the communications capacity of the local union by involving different departments in the production and distribution of communications initiatives and products.

The role requires contribution to positive interaction with the membership and positive public relations of the local union with external stakeholders such as employers, decision-makers, allied organizations and the general public. The successful candidate will contribute to a recognizable, persuasive, and coherent internal and external brand for the local union and help to develop understanding and analysis of broad trends and current events that are impacting workers, the labour movement and the local union.

This role helps create an inclusive and diverse environment for members to engage in their local union and while building and maintaining productive relationships with community partners and allies of UFCW Local 401.

We offer a highly competitive compensation package with the opportunity for engaging, challenging, and rewarding work.

JOB DESCRIPTION

Duties include, but are not limited to:

- Contribute to a recognizable, persuasive, and coherent internal and external

brand for our local union.

- Contribute to coherent and effective message and voice of the local union.
- Better collect, analyze, and utilize data on characteristics of local union members, their issues, and activities
- Help to develop understanding and analysis of broad trends and current events impacting workers, the labour movement, and our local union.
- Build and enhance the digital presence of our local union to support advocacy of current members and recruitment of new members.
- Engage and communicate with workers through all communication channels, including text messages, email, answering chats and calls from workers.
- Research new and innovative methods to engage workers.
- Grow the communications capacity of local union staff by involving different departments in the production and distribution of communications initiatives.
- Contribute to positive public relations of the local union with external stakeholders such as employers, decision-makers, allied organizations, and the general public.
- Build capacity of membership to act as effective advocates and representatives of local union through strategic communications and messaging.
- Increase audience size and reach a greater number of members with local union messaging, mission, and values.
- Increase engagement with racialized workers, younger, women, BIPOC, 2SLGBTQ+, Gender Diverse, and differently abled union members.
- Demonstrate the success of our work to members, the public and external stakeholders.
- Make sure the public understands the work of our local union by being involved in community activities.
- Work effectively and respectfully with all departments, staff, Executive Staff, Officers, Board of Directors, and members.

MINIMUM REQUIREMENTS

Applicants must have the following competencies for this position:

- College or University degree in Political Science, Communications, Advertising, Marketing, Labour Studies, or related field.
- 5 years combined experience with labour union, labour movement, allied movements or non-profit, preferably in communications role.
- Advanced Microsoft Office Suite, WordPress CMS, Adobe Design Suite, Canva, mass-texting platform (Hustle, etc.), social media management experience and skills.
- Experience developing and/or implementing and delivering multi-channel campaigns for change.

- Experience engaging in investigative journalism considered an asset.
- Understanding and experience working with a membership-based organization considered an asset
- Advertising and marketing experience, both traditional and digital, considered an asset.

OUR IDEAL CANDIDATE WILL POSSESS:

- Leadership skills (leading others who are also in local union positions).
- Ability to navigate through complex relationships with staff and community organizations.
- Ability to self-direct and demonstrate initiative within existing reporting structure.
- Organized and adaptable.
- Strategic, creative, and analytical thinking.
- Detail-oriented.

Assets:

- Analytical Thinking
- Creative Thinking
- Exceptional Communication
- Networking & Relationship Building
- Creative Problem Solving
- Advanced Interpersonal Relationship
- Membership Engagement
- Development & Continual Learning

REMUNERATION

Remuneration and terms and conditions of employment for this position are covered by a Collective Agreement. Benefits, vacation and pension as per the Collective Agreement.

SUBMISSION INSTRUCTIONS:

Please forward applications to UFCW Local 401 by email to jobapplication@ufcw401.ab.ca
The posting will remain open until a suitable candidate is found. Be sure to highlight any assets and qualifications that you will bring to this position.

While we thank and appreciate all interested applicants, only candidates selected for an interview will be contacted.