



Saskatchewan Federation of Labour Job Description

Strategic Advisor / Communications Officer

Purpose of the Position:

Reporting to the President, the Strategic Advisor/Communications Officer is responsible for overseeing the strategic plan and workplans of the SFL Executive Council and for overseeing and completing the instructions of the Executive Officers of the Federation. The position is also responsible to co-ordinate, develop and implement internal and external communications and public relations programs.

Duties:

- Provides critical analysis and strategic advice to the President regarding provincial (and federal) politics, government policies and legislation, as they relate to workers and the trade union movement.
- Oversees the implementation of the SFL Executive Council strategic plan and workplan of the SFL Executive Council.
- Oversees the implementation of the resolutions passed at SFL Annual Convention.
- Works as staff liaison to various Standing Committees of the SFL as assigned.
- Takes an active role in building strong working relationships with heads of unions, both affiliates and non-affiliates, to grow and strengthen the Federation.
- Assists the President in dealing with internal labour movement issues.
- Makes recommendations as may be required to committees of the SFL and SFL Executive Council.
- Prepares correspondence, petitions, lobbying materials, and research briefs to government as directed by SFL Executive Council or in response to government consultations with labour.
- Researches, prepares and produces briefs for presentation to government and other bodies on issues and social policy matters, and otherwise as required.
- Builds and maintains productive working relationships with MLAs of the government and opposition.
- Working with others, performs active outreach with community and social justice groups.

- Co-ordinates picket line support for striking workers.
- Provides technical expertise, advice and assistance to staff and members of the Federation in matters related to communications and public relations.
- Designs, edits and produces SFL publications, including (but not limited to): The Labour Reporter; issue specific bulletins and pamphlets; overall responsibility for the SFL website and other electronic communications technology and social media; other publications as determined.
- Prepares news releases, public service announcements, plans news conferences and keeps current with news and events of specific interest to the SFL.
- Prepares and produces communications strategies and related documents as required; and annually prepares a communications plan.
- Assists in the public relations development of elected officers and staff by acting as an advisor in the preparation of speeches and in preparing news conferences and other media events.
- Maintains an up-to-date list of provincial media contacts, develops a good working relationship with media representatives and is responsible for the dissemination of information thereto.
- Ensures the President is informed of important labour related news and events.
- Other duties as required.

Decision making authority:

- Organizes workload and sets priorities to meet deadlines on a number of concurrent activities.
- Recommends action and procedural changes as appropriate and necessary to the President and Executive Officers
- Makes independent decisions, as appropriate, related to the above responsibilities.

Knowledge and skills:

- A firm commitment to trade union principles is required.
- Demonstrated knowledge of labour legislation, and other laws affecting workers both unionized and non-unionized, (including, but not limited to): *The Saskatchewan Employment Act; The Canada Labour Code; The Saskatchewan Workers' Compensation Act.*
- Knowledge of the Labour Relations Board and its processes.
- Knowledge of arbitrations, and legal processes and structures in Saskatchewan.
- Knowledge of the Employment Insurance and Workers' Compensation systems.
- Knowledge and skill in the design and production of written, visual and oral communications and public relations vehicles.
- Knowledge and skill in the design and maintenance of Websites.
- Knowledge and skill in the communication technologies including mass emails.

- Knowledge and skill in the use of communication software, including publishing software and web design software (i.e. Adobe Illustrator, Photoshop, Page Maker, etc.)
- Excellent written and oral communications skills, with the ability to present information, prepare correspondence, briefs, news releases, news bulletins, pamphlets, speaking notes and other materials as required.
- Knowledge of the working practices and conditions of a unionized environment or equivalent experience, including experience with stewarding, organizing and collective bargaining.
- Demonstrated critical analysis of provincial and federal politics, the role of labour within it, including a clear understanding of the SFL's constitutional purposes.
- Demonstrated experience working closely with a wide variety of heads of unions, non-affiliated unions, and other coalition and political leaders in the province.
- Knowledge of the labour movement's structure and internal politics, and experience with the SFL's role in dealing with internal labour matters.
- Ability to function co-operatively with other members of the staff, exercise good judgment, exercise initiative, manage shifting priorities and to seek and take direction as required.

Qualifications:

Completion of post-secondary degree specializing in the area of social sciences, journalism, or communications, or an equivalent combination of education and experience. A minimum of three years of demonstrated experience in communications is preferred.

Experience in industrial relations including collective bargaining, organizing, grievance handling and disputes is a definite asset.

Special Conditions:

In accordance with operational needs this position is located in the SFL Regina Office and periodically requires travel throughout the Province of Saskatchewan.

A valid driver's license is required.

The position is covered by the Collective Agreement between the SFL and CUPE Local 4828 and offers a competitive salary with a comprehensive benefits package and superior working conditions.