

Position Description

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

Purpose/Summary:

The incumbent will work collaboratively to develop, implement and improve the communications strategy for the Canadian Council of Churches (CCC) and its commissions, reference groups, committees and operating division Project Ploughshares. The communications strategy should be effective at marketing CCC programs, respond to current events as they arise, and grow Christian unity while working within the current resources and capacity of the CCC.

Typical Duties and Responsibilities:

- A. Develop, implement and continuously improve the communications strategies for the Canadian Council of Churches
- B. 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)
- C. Support communication through networks of program participants, friends of the CCC, and potential program participants
- D. Communicate with members, affiliates, and where possible regional and local expressions of the church, along with the public-at-large through the CCC website, print and social media, email, newsletter, and other outlets as appropriate
- E. Engage with church and Canadian media in response to current events
- F. Develop and maintain branding and visuals guidelines for the CCC in all its expressions including its operating division Project Ploughshares
- G. Manage a healthy communications interface with the communications officer of Project Ploughshares
- H. Support and facilitate fundraising efforts
- I. Develop, monitor, and report on key performance indicators for communications
- J. Manage relationships with part-time contractors for translation, print and website design and layout
- K. Work closely with the Communications Committee of the CCC as a direction setting and distribution network
- L. Perform other duties as assigned

Qualifications:

- A. Knowledge of marketing and communications strategies
- B. Competence in web-based applications, graphic design and Photoshop
- C. 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
- D. Understanding of and commitment to the mission of the CCC
- E. Strong interpersonal and consulting skills
- F. Excellent communication with strong writing and editing skills

Education and/or Experience:

- A. Bachelor's degree, in communications preferred
- B. Three years' work experience in web and layout software is preferred
- C. Experience managing web development projects and other communications initiatives; working 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 expected.

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: 
General Secretary

Date Approved: March 3, 2017

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 definitely not limited to:

- Record, distribute, promote, monitor and 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 distribution of the *Week of Prayer for Christian Unity* materials, and promote the celebrations of the *Week of Prayer for Christian Unity* in Canada, working with CCC staff and volunteers
- Monitor and promote the Canadian Interfaith Directory, collaborating with staff and volunteers of the Christian Interfaith Reference Group
- Assist with production of electronic and print ecumenical resources for use of CCC member churches and the public-at-large
- Edit layout and content of the *Canadian Churches Forum for Global Ministry* (CCFGM) website www.ccforum.ca
- Maintain and post to the CCFGM twitter feed
- Edit and distribute monthly *Deepening Understanding for Intercultural Ministry* (DUIM) alumni e-newsletter
- Design DUIM electronic advertising (downloadable posters, emails)
- Maintain database of emails for DUIM alumni e-newsletter
- Research, develop, and maintain local church email for each DUIM program
- Annual newsletter: Oversee relationship with print/layout shop; and collate content to send to printer for layout