



E-Communications Officer

The National Association of Federal Retirees is the largest national advocacy group representing pensioners, their partners and survivors, from the public service, the Canadian Armed Forces, the Royal Canadian Mounted Police and federally appointed judges. We are a not-for-profit association with over 170,000 members in 77 branches across Canada and are supported by over 1,000 volunteers.

The Association offers an excellent benefit package, including a defined benefit pension plan, paid sick leave, Health and Dental coverage, a wellness credit and support for professional development.

The National Office of the Association is seeking an Electronic Communications (e-communications) Officer who is responsible to the Manager of Communications and Marketing, the E-Communications Officer develops and manages important marketing initiatives by harnessing the power of data and digital communications platforms. Engaging members, recruiting prospects and nurturing relationships with volunteers and preferred partners are driven by this position's command of writing, branding, editing and time-sensitive service, as well as specialized technical knowledge of the ever-changing digital landscape and subject-matter expertise in privacy protection and Canada's anti-spam legislation (CASL).

The successful applicant will have the following key attributes:

- Community College diploma or equivalent professional qualification, with at least five years' experience in communications, information-based work.
- Experience in editing and proofreading corporate communication documents for public dissemination.
- Fully computer literate — skilled and confident user of office applications such as MS Outlook, Word, Excel, PowerPoint, Outlook email and calendar applications.
- Sound knowledge of relevant information technology and associated analytics, including marketing platforms such as Click Dimensions, CRM, social media and content management systems
- Knowledge of Canadian Anti-Spam Legislation (CASL), EU General Data Protection Regulation (GDPR), Quebec Law 25
- Good communication skills, excellent English and French language ability (of publication standard).
- Demonstrated ability to work effectively with a variety of stakeholders and to work collaboratively as part of a team.

- A high level of diplomacy and persuasion to work with volunteers to encourage compliance with Association communications practices and to adhere to published service standards.
- Proactive approach to meeting deadlines and delivering results with limited supervision.
- Flexibility, creativity and effectiveness in working collaboratively.
- Ability to work independently and as part of a team.
- Ability to motivate and oversee a team of volunteers to perform precise and timely work.
- Ability to maintain professional demeanor and perform calmly in stressful situations.
- Ability to deal with discretion on sensitive issues and to respond positively to challenges.

The Association is committed to the fundamental principles of equitable employment opportunity and strives for fair and dignified treatment in all aspects, terms and conditions of employment without regard to race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, age, record of offences, marital status, family status or disability. We are committed to inclusive, barrier-free recruitment and selection processes, and a work environment in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). We will be happy to work with applicants requesting accommodation at any stage of the hiring process.

Our national office is located in Ottawa, Ontario. You will be required to work in the office a minimum of three days per week, with the option of working the remaining two days from home.

If you are interested in this rewarding opportunity, please submit your application to: careers@federalretirees.ca. Please note that only candidates selected for an interview will be contacted.

For more information about the *National Association of Federal Retirees*, please visit www.federalretirees.ca