

## Job Posting

### Communications Officer

#### About Us:

The Canadian Nuclear Association (CNA) is a non-profit organization established in 1960 to represent the nuclear industry in Canada. We promote a strong vibrant and expanding nuclear industry that benefits our members, stakeholders and all Canadians.

The CNA's purpose is to lead and focus dialogue with and among key stakeholders concerning Canada's nuclear future and to be known as the voice of the industry. To this end, CNA offers a range of services: regulatory and government affairs; research and policy development; advocacy to advance member-relevant interests in the political and public spheres and, programs and external and member communications to support the association's objectives.

#### What we are looking for:

We are seeking an intermediate-level communications generalist to perform a wide range of communications and social media functions in support of an ongoing communications program promoting the Canadian nuclear sector both domestically and internationally.

The position reports to the Director of Communications. We are a small and nimble team, and we are looking for someone that loves learning, in support of continuous improvement. You are passionate about delivering the right messages to our members and stakeholders and evaluating results. You love seeking out best practice communication tools and working independently yet are equally interested in working as a team by pulling a deliverable together in a collaborative environment.

#### In this role you will be:

Writing – it is a large part of this role. You will be writing for the President, Board and members of the senior leadership team by preparing key communications material for both internal and external audiences. You will have the opportunity to build and maintain strong relationships with members, key stakeholders and the public. You also be responsible for items related to website management, including content, design, metrics and reporting. You will also be expected to identify and, pursue opportunities and responses related to daily media coverage and ongoing digital and social content and coordinate respective approvals. In addition, you will have the opportunity to work in collaboration with the Government Relations and Regulatory Affairs teams to provide any communications support that is required. You will be able to

contribute and deliver on the organization's new strategic plan and supporting communications strategy.

**It would be great if you had:**

- A University or college degree in journalism, communications, public relations or related field. (A combination of relevant work experience and education will be considered.)
- A minimum of five-seven years of job-related work experience, or an equivalent combination of education and experience.
- Very strong writing, editing and organizing skills.
- Experience in planning and developing a wide array of communication content/material including web content, fact sheets, backgrounders, speeches, and news releases.
- Understanding of and exposure to the Canadian media environment.
- Experience in media relations and social media.
- Experience in project management.
- Experience supporting the promotion and marketing of public events
- Experience working with a CMS and basic knowledge of html.
- Experience interacting with executive-level professionals
- Experience with business software applications and Microsoft Office Suite

**We are also looking for these skills and abilities that we consider an asset:**

- Experience in a science-related field with knowledge of nuclear or energy is an asset.
- Ability to work in both English and French. Working level of French acceptable.

**Personal Attributes required for this role include:**

- Organized and resourceful, able to multi-task with minimal supervision
- Polite, client-focused, professional manner
- Reliable and punctual, can be counted upon to meet commitments
- Flexible and innovative to adapt and respond to changing needs in a fast-paced environment
- Ability to communicate in a clear and concise manner, both orally (in person and by telephone) and in writing
- Strong attention to detail and ability to manage multiple priorities concurrently
- Ability to exercise independent judgment and discretion in handling confidential matters and interacting with management staff and visitors

- Collaboration which requires patience and a commitment to teamwork and understanding that everyone has their own style

**As a member of the CNA team, we have this to offer you:**

- Work-life balance, yet fast-paced environment
- Flexible hours
- Learning and development opportunities
- Three (3) weeks' vacation
- December holiday shutdown
- Regular all-staff meetings with CEO
- Regular social and team-building get-togethers for all team members — virtual during COVID-19
- Free refreshments during the day — Coffee, tea, hot chocolate, purified water and lunch from time to time (on hold due to COVID-19)
- Competitive base salary
- Group Retirement Savings Plan — percentage employer-matched contribution from Day One
- Competitive benefits package including medical, vision care, dental insurance and paramedical and LTD insurance

How to apply:

If this opportunity intrigues you and relates to your experience, then we want to hear from you in the next couple of weeks. Please take the time to tell us about yourself in a **cover letter** and résumé. Show us your written communication skills and the art of crafting a communication to accompany your résumé. We want to hear your story — your background, your achievements, and why this role is a good fit for you, and your career.

We will start to contact candidates for a preliminary interview in the next couple of weeks, with formal interviews beginning the first week in February 2022. We thank all applicants for their interest, and your application will be acknowledged. If you have any questions in advance of applying, [please connect with us](#), and we would be glad to answer. Please submit your cover letter and résumé to our [online portal](#)

The CNA is committed to providing an inclusive, barrier-free recruitment and selection process. Please contact us at [HR@CNA.CA](mailto:HR@CNA.CA) in confidence and provide notice in advance if you require accommodations at any stage of the recruitment process. All requests for accommodation will

be considered in a fair and objective manner that will ensure applicants are treated with respect and dignity.

## **POSITION DESCRIPTION**

**TITLE: COMMUNICATIONS OFFICER**

**REPORTS TO: Director, Communications**

### **Job summary:**

Reporting to the Communications Director, the Communications Officer shall perform a wide range of communications and social media functions in support of an ongoing communications program promoting the Canadian nuclear sector both domestically and internationally.

### **Duties and Scope of work:**

- Develop and manage an editorial calendar for the CNA's social media channels
- Create and distribute a wide array of communications material for use on social media
- Grow and actively engage with a social media community around the Canadian nuclear sector
- Act as a first-responder to nuclear-related issues that emerge online
- Establish relevant measurement programs to determine the impact of social media efforts across all channels
- Assist members and colleagues in using social media to complement their roles
- Collaborate with the Communications team to develop outreach initiatives that promote nuclear energy and technology
- Develop relationships with members and other key stakeholders to collaborate on new and existing projects
- Deliver local, national and international nuclear-related news via media monitoring and delivery of the Daily Nuze
- Produce and distribute a monthly member electronic newsletter
- Draft press releases, rapid responses, speeches and articles, as required and under the direction of the Communications manager
- Support the Membership and Events team with the promotion and marketing of public events such as our conference or events
- Provide other ad-hoc services as required by the Director, Communications

**Problem Solving:**

- Solves routine problems by applying standard procedures and following detailed instructions.
- Coordinates and collaborates with other staff at all levels to achieve assigned responsibilities.

**Decision Making/Independence of Action**

- Decisions are generally of a routine administrative nature, and based on ample precedent, clearly defined procedures or guidance from an experienced supervisor/manager.

**Managing and Leading:**

- Not applicable

**Physical Effort**

- Physical effort required is moderate intensity, 2-4 hours per day, or high intensity for <2 hours per day
- May lift up to 30lbs, carry heavy goods in and out of building

**Mental Effort**

- Continuous mental, visual, and/or auditory attention is required.
- Stressors are of intermittent duration depending on schedule, workflow and time of year.
- Attention to detail and deadline pressures may be significant.
- Occasionally responding to unscheduled urgent communication issues

**Working Conditions**

- Limited exposure to crisis situations
- May be required to work non-standard shifts
- May be required to work with limited flexibility in scheduling breaks and lunch
- May be required to travel for pickup/delivery items as needed

**Qualifications:**

- University or college degree in journalism, communications, public relations or related field. (A combination of relevant work experience and education will be considered.)
- A minimum of five years of job-related work experience, or an equivalent combination of education and experience.
- Very strong writing, editing and organizing skills.
- Experience in planning and developing a wide array of communication content/material including web content, fact sheets, backgrounders, speeches, and news releases.

- Understanding of and exposure to the Canadian media environment.
- Experience in media relations and social media.
- Experience in project management.
- Experience working with a CMS and basic knowledge of html.
- Experience in a science-related field with knowledge of nuclear or energy is an asset.
- Ability to work in both English and French. Working level of French acceptable.

Personal Attributes required:

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- Flexible and innovative to adapt and respond to changing needs in a fast-paced environment
- Ability to communicate in a clear and concise manner, both orally (in person and by telephone) and in writing
- Strong attention to detail and ability to manage multiple priorities concurrently
- Ability to exercise independent judgment and discretion in handling confidential matters and interacting with management staff and visitors