

## JOB POSTING – DIRECTOR, COMMUNICATIONS

### ROLE SUMMARY

The Canadian Nuclear Association (CNA) is seeking a Director of Communications to join our team. This role will be pivotal in driving the profile of our organization, and to promote the contribution of the nuclear industry. This includes helping build understanding around the diverse socio-economic and medical benefits that Canada's nuclear industry provides, and the critical role of clean nuclear energy in fighting the climate crisis and supporting the path to net-zero emissions.

As a non-profit organization that represents Canada's nuclear industry, the role of Director of Communications will help develop and implement our marketing communications and corporate strategy to engage CNA's diverse stakeholders, including members, government, policy makers, industry leaders, and Canadians more broadly.

Reporting to the Vice President, Operations, the Director will be responsible for developing an integrated communication plan across earned media, digital, social media, events, speaking engagements, and advertising. The Director will be responsible for leveraging strategy and budget, and accountable for delivering strategic advice, operational excellence, and team leadership within the Communications team.

The Director will be a member of the management team and will collaborate closely with other senior staff to develop and promote CNA's corporate principles and values, as well as deliver on strategic priorities and programs.

### ORGANIZATIONAL PURPOSE

The Canadian Nuclear Association (CNA) is a non-profit organization established in 1960 to represent the nuclear industry in Canada and promote the development and growth of nuclear technologies for peaceful purposes. The CNA provides a voice for the nuclear industry in Canada. The primary goal of the association is to earn and sustain a high degree of credibility among key industry stakeholders, Canadians broadly and industry leaders to enable the advancement and growth of the industry.

The CNA's purpose is to lead and focus dialogue with, and among, key stakeholders concerning Canada's nuclear future. Our role is also to be a voice of the industry and to demonstrate member value including drawing upon Members to achieve goals.

The CNA offers a range of services: membership engagement; regulatory affairs; policy development; government relations; and communications, to advance member-relevant interests in the political and public spheres and, programs, members, and external communications to support the association's objectives. Effectively formulating and genuinely communicating the CNA's positions in ways that further



dialogue on the relevance and importance of the industry's contribution to Canada are essential to achieving the CNA's vision.

The CNA office is located on unceded territory of the Algonquin Anishinaabe Nation. We extend our respect to all First Nations, Inuit, and Métis peoples for their valuable contributions past and present.

## WHAT YOU WILL DO:

As the successful candidate you will:

- Advise the Vice President, Operations, President and CEO, Board of Directors and Committees on communications trends, strategies and opportunities.
- Lead development and implementation of a CNA bilingual external and member outreach communications program, based on CNA's Strategic Plan and accompanying Business Plan.
- Support CNA Board Committees, including the Public Affairs Advisory Committee and Communications Committee, in the completion of their mandate.
- Represent CNA at public events, meetings and outreach activities, and act as a spokesperson as required.
- Develop quality control procedures to ensure the factual accuracy of all communications products and outreach work.
- Develop the communication strategic plan in support of CNA's Strategic Priorities. Prioritize programs for media relations, issue management, social media, membership engagement and external communication platforms.
- Implements the Communications program & budget, including accountability for budget management, expenditures, oversight of contracts, partnerships, consultants, sponsorships and administrative matters under the Communications program and workplan.
- Utilizes results-based and performance management to assess the effectiveness of communication programs. Provide regular updates on program results to the Board and senior management team and take corrective actions as necessary.
- Builds effective working relationships with all staff, members and stakeholders including media.
- Manages and supports two full-time staff in the Communications department, and student interns: and responsible for all talent management for the team, including professional development.

## WHAT WE ARE LOOKING FOR:

This role has a strong focus on continuous communication both internally and externally, therefore you need to have exceptional oral and written communication skills in English. Effective oral communication skills in French would be a great asset.

Your educational background consists of a bachelor's degree in communications, journalism, marketing, or a related field. Candidates with equivalent experience will also be considered.



You will have a minimum of 7 years of experience in management/leadership roles with increasing responsibilities and a proven track record of mentoring/coaching team members.

### **Qualifications:**

- Must have ten years of communications experience, including working at the senior management level.
- Excellent written and oral communication skills in English, including writing in an engaging manner for various audiences, including media, government and the general public.
- Exemplary presentation skills for a wide variety of audiences including Executives, Board of Directors, CNA members, staff and other stakeholders.
- Substantial experience in developing and implementing corporate communications strategies and programs including social media, with a proven track record in project management.
- Able to develop, manage and create effective web-based communications for purposes of engaging members, the media, the public and government.
- Proven ability to build and maintain strong relationships and networks with key internal and external partners and stakeholders.
- Must have a strong business sense, efficient and effective, coupled with strong organizational skills, with the ability to prioritize and work under tight deadlines.
- Ability to lead and motivate staff, members and stakeholders, and to deliver results through performance, evaluation and reporting tools.
- The ability to listen to others and to make complex and difficult decisions and recommendations, sometimes under time constraints.
- A constant commitment to values that define a leader and a good people manager, such as honesty, transparency, forthrightness, sensitivity to others, and the highest standards of integrity in all areas, including human and financial management.

### **WE CONSIDER THE FOLLOWING TO BE ASSETS:**

- Written and oral communications skills in French.
- Detailed knowledge of issues related to the nuclear industry and/or overall energy sector.
- Additional learning, certification/training in diversity and inclusion.
- Past work experience in industry or non-for-profit organizations and associations is an asset.
- Experience in one or more policy fields is an asset: energy, science and technology, public safety and security, economic development and/or health.

### **LOCATION**



Our preference is for the candidate to be located in Ottawa, to support employee and team engagement. Our office is shared with the Canadian Electricity Association (CEA) at 275 Slater St. The office is temporarily on restricted access due to COVID-19 and we're following public health guidelines to prepare for returning to the office. Our team is working mostly from home until such time when the office officially reopens. To ensure the health and safety of the CEA/CNA offices, there is a mandatory vaccine policy in effect.

## TO APPLY:

If this opportunity intrigues you and relates to your experience, then we want to hear from you. Please take the time to tell us about yourself in a cover letter – we want to hear your story – your background, your accomplishments, and why this role is a good fit for you, and your career at this time. If you have questions in advance, please reach out and we'll set up a call as you may have questions that we would be glad to answer.

The CNA is committed to providing an inclusive and barrier-free recruitment process and work environment. We are an equal opportunity employer, and we are seeking qualified applications from employment equity groups including but not limited to Indigenous peoples, women, people of colour, people with disabilities, and members of LGBTQ+ communities such as queer, transgender, non-binary, and gender-variant individuals.

You must be legally allowed to work in Canada in order to be eligible for this position. Please note that all applications will be acknowledged. Those selected for an interview will be contacted directly. The posting will remain active on our website until our search process is complete. We anticipate 1st round of interviews to begin at the end of November 2021.

Please contact us 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. Please submit your cover letter and résumé using our online portal at <https://secure.collage.co/jobs/cna/25702>. For any questions or to request an accommodation, please email us at [hr@CNA.ca](mailto:hr@CNA.ca).

