

## Job description

**TITLE: Vice President, Communications and Membership**

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### Summary of role

Reporting to the President and Chief Executive Officer (CEO) of the Canadian Nuclear Association (CNA), the Vice-President, Communications and Member Engagement is responsible for the overall strategic direction of the Association's Communications and Member Engagement activities. The position will be responsible for developing the corporate communication strategy for the organization and will be key strategic advisor to the President and CEO on the CNA's value proposition and overall membership recruitment and retention. The role is a key member of the senior management team and will collaborate closely with other senior staff to develop and promote CNA's corporate principles, values, strategic priorities, and programs.

### Duties and Scope of work

- Serve as a key advisor to the President and CEO and contribute as a member of the senior leadership team to enhance the overall success of the organization's strategic plan.
- Develop and implement strategies related to the overall communications for the organization and monitor the achievement of these strategies by a measurable set of targets and outcomes.
- Structure and advance strategic partnerships with key stakeholder and partner organizations to further the association's objectives.
- Work with the Vice President Government Relations and International Affairs to proactively identify opportunities for the nuclear industry and mitigate potential policy and stakeholder risks. This means that there is a constant effort to identify new value offerings or to identify opportunities for the nuclear industry in terms of profile and/or policies.
- Advise the President and CEO, Board of Directors and Councils on communications trends, strategies, and opportunities.
- Support CNA Board Councils, including the Public Affairs Advisory Council, in the completion of their mandate.
- Represent CNA at public events, meetings and outreach activities, and act as a spokesperson as required.

- 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.
- Design annual communications plan in support of CNA Strategic Plan, including both member communications, and public and media relations
- Be a trusted voice of the CNA in meetings and events both domestically and internationally.
- Provide strategic advice and direction to the President and CEO on membership engagement, recruitment, and retention.
- Drive overall membership growth and identify and pursue new expansion opportunities outside of the nuclear sector and across the country. This includes overseeing changes to the Association's membership structure and dues, in consultation with the Management team and board committees, and pursuing and/or renewing agreements/MOUs with affiliate members and other partners.
- Develop and execute an annual plan for membership engagement and recruitment, based on the CNA Strategic Plan.
- As part of the regular annual CNA target setting, develop metrics to evaluate the success of the membership engagement program.
- Lead development and implementation of a CNA bilingual external and member outreach communications program, based on CNA's Strategic Plan and accompanying Business Plan.
- Oversee the creation, management, and quality control of the contacts and member database.
- In coordination with Finance, oversee annual processes related to member administration, including invoicing.

### **Knowledge & Skills Required:**

- Minimum of a university degree in communications, journalism, marketing, or a related field. Candidates with equivalent experience will also be considered.
- Minimum of ten (10) years of communications experience, including at a senior management level.
- Highly developed verbal and written communications and facilitative skills in English.
- Experience in developing and implementing corporate communications strategies and programs with a proven track record in project management.
- Able to develop, manage and create web-based communications for purposes of engaging members, the media, the public and government.
- Able to develop membership recruitment, retention, and grass-roots mobilization.

- 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 manager, such as honesty, transparency, forthrightness, sensitivity to others, and the highest standards of integrity in all areas, including human and financial management.

### Competencies:

Experience leading others, and accountable for all aspects of talent management from assessing skills required, hiring, motivating, and retaining, and responsible for career growth.

Strong proficiency with Microsoft Office 365 suite of tools, web content management systems, customer relations management, Adobe Creative Suite or equivalent design software, video creation, editing, and production.

Solid understanding of the latest trends in nuclear and clean energy.

A high level of professionalism, poise, and the ability to represent the senior executive effectively in various settings.

An understanding of non-profit, public, and private sector communications, issues management and multi-stakeholder engagement.

Exceptional writing, organization, and multi-tasking skills.

Ability to provide strategic communication counsel to the President and the leadership.

### The following attributes are considered an asset:

- Established relationships within the nuclear energy sector including: utilities, the nuclear supply chain, Natural Resources Canada, CNSC.
- Prior experience working in an industry or non-for-profit trade association.
- Experience in one or more policy fields is an asset: energy, science and technology, public safety and security, economic development and/or health.

- Familiarity with CNA Member organizations.
- Ability to speak, read and write in both official languages.

### Working Conditions:

- The successful candidate is expected to work/live in the Ottawa and/or surrounding area.
- Work is hybrid, with a minimum of 2 days per week expected in the CNA office in Ottawa, and the other time working in a home office environment. This may change in the future to more than two days per week.
- Will be expected to travel outside the Ottawa area on a regular basis to attend meetings with other member companies, attend events or conferences, or regulatory meetings.
- During travel, working conditions will be restricted to safe and comfortable offices and/or tradeshow/conference venues.
- Some local, provincial, or national travel between the CNA's client sites or stakeholders may be required. Some international travel may be required occasionally.

### 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 unique 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 to [HR@cna.ca](mailto:HR@cna.ca) 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. Only those selected for an interview will be contacted directly. The posting will remain active on our website until our search process is complete.

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. For any questions or to request an accommodation, please contact us.