



TRENT UNIVERSITY FACULTY ASSOCIATION

Trent University, 1600 West Bank Dr.
Peterborough ON K9L 0G2
trentfaculty.ca

JOB TITLE: Communications and Engagement Officer

Trent University Faculty Association (TUFA)

JOB TITLE:	Communications and Engagement Officer
REPORTS TO:	Reports to the President and Executive Committee, under the direction of the Executive Director
LOCATION:	Primarily Remote**
FULL-TIME/PART-TIME:	Part Time (22.5 hours/week, schedule negotiable)
RATE OF PAY:	\$32.50 to \$38.00/hour depending upon experience; competitive benefits
DURATION:	One year with the possibility for renewal
APPLICATION DEADLINE:	July 22, 2024, or until the position is filled.

*** The successful candidate should expect to work remotely but may be expected to work in-person at either the Peterborough or Durham campuses, especially as collective bargaining ramps up. Accordingly, the successful candidate should reside at a reasonable commuting distance from Trent University. Working arrangements are subject to operational requirements.*

ABOUT TUFA

The Trent University Faculty Association (TUFA) was founded in 1966 as the Association of the Teaching Staff of Trent University and became the certified bargaining agent for academic staff at the University in 1979. Today, TUFA represents all full-time academic staff and professional librarian appointed at Trent.

The Association promotes the interest and welfare of the University's academic staff, including the regulation of relations between the University as employer and its academic staff as employees. TUFA promotes scholarship, and – with the support of its affiliates – contributes to the advancement of Trent University and the standards of Canada's broader academic community.

OVERALL PURPOSE OF THE JOB:

TUFA is seeking a part-time Communications and Member Engagement Officer for a one-year limited term appointment with the possibility of renewal. This role will be instrumental in advancing TUFA's commitment to embracing Indigeneity, Equity, Diversity, and Inclusion (IEDI) principles, particularly in enhancing communication strategies that reflect the diverse needs of TUFA Members.

The incumbent will be responsible for developing and executing a comprehensive communications and member mobilization strategy aimed at engaging TUFA Members and increasing TUFA's visibility both within and beyond the university community. This includes fostering a deeper connection with members, amplifying their voices, and promoting TUFA's objectives and initiatives.

Key responsibilities of the Communications and Member Engagement Officer include:

- Crafting and disseminating compelling communications materials, such as newsletters, emails, social media posts, and website content, to effectively reach and engage TUFA Members.
- Consulting with internal stakeholders (e.g. President, Chief Negotiator, Executive Committee) to ensure alignment of communication efforts with TUFA's goals and values, including promoting IEDI principles.
- Conducting outreach activities to solicit feedback from TUFA Members and gather insights into their needs and concerns.
- Developing and implementing strategies to enhance member participation and involvement in TUFA's activities and decision-making processes.
- Work with TUFA's various committees and bargaining team to ensure the dissemination of their work to Members and external stakeholders
- Promote TUFA's relationships with external organizations and other academic staff associations with a focus on solidarity and member engagement.
- Ensure that communication plans and platforms are compliant with the Accessibility for Ontarians with Disabilities Act.
- Develop a welcome package/ presentation for new members as well as other informational materials to benefit the membership.
- Carry out other duties that may be assigned from time to time as the needs and or circumstances of TUFA change (such duties shall be discussed prior to assignment to ensure compatibility with workload and expertise).

Qualifications and Skills

- University degree required.
- Meaningful experience in communications, community and or labour organizing, advocacy campaigns, media relations, public affairs, and/ or journalism.
- An understanding of and commitment to post-secondary education and trade unionism
- Experience in mobilization related to collective bargaining or social justice action
- Excellent written and technical communication skills, including proficiency in MS Word, PowerPoint, and preparing print and electronic publications
- Proven success in the use of social media platforms (e.g. Facebook, Twitter) and website design and management and ideally experience in running one or more social media platforms for an organization or union
- Evidence of amplifying the voices of equity-deserving groups, especially the voices of Indigenous and Black peoples
- An understanding of AODA and other accessibility consideration for both web and print communications
- Excellent interpersonal skills and proven ability to work in a collaborative environment
- Strong organizational, problem solving, time management, and prioritizing skills in a multitask environment
- Ideally experience in planning and implementing communication strategies with creativity and imagination

Equity, diversity and creating a culture of inclusion are part of TUFA's core values. TUFA is committed to increasing the diversity of our staff and welcomes, in particular, applications from candidates from equity-deserving groups.

Should you be interested in learning more about this opportunity, please contact tufa@trentu.ca for additional information. All applications must include a resume, cover letter and sample of your work and should be submitted electronically to tufa@trentu.ca .