



CITIZENS *for* PUBLIC JUSTICE

Employment Opportunity with CPJ in Ottawa

Application Deadline: noon, Friday January 22, 2010

Communications Coordinator

Citizens for Public Justice (CPJ), is a national organization of citizens inspired by faith to act for justice in Canadian public policy. We are currently seeking a Communications Coordinator, to begin in April 2010.

CPJ's mission is to promote *public justice* in Canada by shaping key public policy debates through research and analysis, publishing and public dialogue. CPJ encourages citizens, leaders in society, and governments to support policies and practices which reflect God's call for love, justice and stewardship.

In 2007, after almost 45 years of service, CPJ moved to Ottawa and expanded our effort and impact.

If you have a passion for public justice, as well as relevant experience and education, we would look forward to your application for this position.

Please see the next pages for the job description and application process.

The CJL Foundation
operating as CPJ.

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CPJ position: COMMUNICATIONS COORDINATOR
Full-time, Permanent Position

Overview

The Communications Coordinator is responsible for, within the context of CPJ's core guidelines documents, providing strategic communications for multiple levels of communications. In particular:

- a. Strategically shaping CPJ's public policy messaging; and
- b. Building CPJ's public profile and brand

Both tasks involve a range of audiences (public officials, leaders in society, media, the Canadian public, church communities and CPJ members and donors) and a range of communications media and products, including policy documents, CPJ's website, *the Catalyst*, and fundraising/promotions materials.

Responsibilities

1. 35% policy program communications – *shaping key public policy debates; keeping public justice front and centre.*

Working closely with CPJ's policy analysts, the Communications Coordinator will

- Coordinate strategic policy message shaping. Products: briefs, "content" press releases, commentaries, websites, election bulletins, etc.
- Plan and implement strategic timing, production and disseminations of products
- Monitor all communications to ensure the branding of CPJ; maintain a "media log" of all appearances of CPJ in the press
- Implement media strategies: pitch messaging to media and encourage policy staff in media relations
- Lead in the development of social media (blog, Facebook, Twitter) strategies

2. 40% *Catalyst* and *OLA!* editor – *communicating policy program messages and raising CPJ's public profile and branding.*

In the context of CPJ's annual policy program plan and communications strategy, and with the support of other CPJ staff, outside writers and contracts, the Communications Coordinator will produce *the Catalyst*, CPJ's hardcopy newsletter, four times per year. As well, the Communications Coordinator will produce and distribute the monthly electronic newsletter, *OLA!* S/he is also responsible for planning, soliciting copy, editing and posting weekly web features on various topics of interest for prominent display on the CPJ website.

3. 25% profile communications – *raising CPJ's public profile and branding in Ottawa and across Canada.*

Working with CPJ's Director of Finance and Operations, the Communications Coordinator will

- Write promotional materials and direct their dissemination. Products: brochures, annual reports, "news" press releases,
- Edit reports to major donors, etc.
- Plan messaging and editing fundraising letters and other materials

Place within CPJ's team

- Responsible to the Executive Director
- Works closely with other Policy Program Team members, the Director of Finance and Operations, and the Development and Communications Specialist

Qualifications

Since this is a core position in CPJ's work community, the successful candidate must express commitment to CPJ's faith-based vision for public policy work and agreement with CPJ's [core public justice documents](#).

- Demonstrated effective leadership in public communications.
- Strong communicator – excellent written, oral, interactive skills.
- Proven ability to respond promptly, strategically and consistently to duties as they evolve.
- Strong organizational skills with an ability to plan ahead, define measurable objectives and outcomes, and meet those objectives.
- Bilingualism (English/French) will be a strong asset.
- Demonstrated supervisory ability will be an asset in the eventuality a student intern is assigned.
- Relevant university degree or comparable experience.
- Appropriate computer skills, in particular use of MS Office.
- Ability/willingness to work flexible hours. (Very limited travel required.)

Terms:

- Start date is by April 2010
- Must be qualified to be a registered lobbyist
- Full-time in Ottawa
- Annual salary in the \$40-45,000 range, (depending on qualifications and experience); generous benefits package

Application Process

APPLICATION DEADLINE: 12 noon, Friday January 22, 2010

A small group of applicants will be asked to undertake a task prior to interviews

INTERVIEWS: early February 2010.

START DATE: April 1, 2010

1. Write a letter of application addressed to "Joe Gunn, Executive Director." In the letter describe your interest in the position, and how and why this is the right position for you. Describe also your key skills and background which directly relate to the tasks and qualifications outlined in the position description.
2. Provide your resumé.
3. Include 3 references and contact information for them.

To apply for this position, please send the covering letter, C.V. and references to jobs@cpj.ca before noon on January 22, 2010.