



CITIZENS *for* PUBLIC JUSTICE

Employment Opportunity with CPJ in Ottawa

Application Deadline: Sunday July 15, 2012

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 September 2012.

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.

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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Citizens for Public Justice Communications Coordinator

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 CPJ's website content, *the Catalyst*, collaboration with policy documents and fundraising/promotions materials.

Responsibilities

1. 25% 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, framing content of press releases, commentaries, website, and 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,
- Work with outside contract staff on implementing media strategies: pitch messaging to media and encourage policy staff in media relations.

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, three times per year. As well, the Communications Coordinator will produce and distribute the monthly electronic newsletter, *OLA!* S/he will join the Policy Team in planning, soliciting copy, editing and posting weekly web features on various topics of interest for prominent display on the CPJ website.

3. 35% profile communications – *raising CPJ's public profile and branding in Ottawa and across Canada.*

Working with CPJ's Financial Development Team, the Communications Coordinator will

- Assist in the writing of promotional materials and help direct their dissemination. Products: brochures, annual reports, "news" press releases,
- Develop and lead the implementation of CPJ's social media strategy,
- Edit reports/appeals to major donors, etc.
- Assist in planning messaging and editing fundraising letters and other materials.

Place with CPJ's team

- Responsible to the Executive Director
- Works closely with other Policy Program Team members, as well as the members of the Financial Development Team

Qualifications

Framework for the position:

1. 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](#).

Job specific qualifications:

2. Demonstrated effective leadership in public justice framing of socio-economic policy debates.
3. Strong communicator – excellent written, oral interactive skills.
4. Proven ability to respond promptly, strategically and consistently to duties as they evolve.
5. Strong organizational skills with an ability to plan ahead, define measurable objectives and outcomes, and meet those objectives.
6. Bilingualism (English/French) will be a strong asset.
7. Demonstrated supervisory ability with volunteers and interns.
8. Ability to work collaboratively with other staff, Board and other volunteers in committee settings.
9. Relevant university degree and comparable experience.
10. Appropriate computer skills, in particular use of MS Office.
11. Ability/willingness to work flexible hours (although very limited travel required.)

Terms:

- Start date is September 4, 2012
- Must be qualified to be a registered lobbyist
- Full-time in Ottawa
- Annual salary in the \$47,000 - \$50,000 range (depending on qualifications and experience); generous benefits package

CPJ's team

CPJ's team is a relatively small work community. We seek new persons who have the flexibility to thrive cheerfully in a small office. This requires a certain measure of fluidity in job descriptions as circumstances change and as projects develop. We all pitch in to help each other as needed; celebrate special occasions together; and enjoy camaraderie around a common mission.

Please send a *curriculum vitae* as well as a covering letter explaining your interest in and qualifications for this public justice position to jobs@cpj.ca by July 15, 2012.