



## **Canadian Alliance of Student Associations Position Profile: *Communications and Public Relations Officer***

Position: Communications and Public Relations Officer  
Reporting to: Executive Director  
Status: Full-time  
Compensation: \$45,000.00 (37.5-44 Hours) + Benefits  
(health, vision, dental, and RRSP matching)  
Posted: April 16, 2021  
Closing: May 2, 2021  
Submit application to: [hiring@casa.ca](mailto: hiring@casa.ca)  
Application must include: Resume, cover letter, and short writing sample (i.e. press release, newsletter, social media example – maximum three pages)

### **Who We Are**

The Canadian Alliance of Student Associations (CASA) is a not-for-profit comprised of 23 student associations and representing the interests of 275,000 students to the federal government of Canada. CASA advocates to make textbooks more affordable, reduce student debt, create valuable work opportunities, provide student mental health supports, support student research, and much more. This is all done with the goal of establishing a post-secondary education system in Canada that is accessible, affordable, innovative and of the highest quality.

### **Position Profile:**

Based in downtown Ottawa and reporting to the Executive Director, the Communications and Public Relations Officer (CPRO) is responsible for CASA's internal and external communication efforts. Working in a small, dynamic team, the CPRO will be charged with promoting CASA's objectives and upholding its public image through a variety of activities, including: developing communications strategies, creating written and multimedia content, engaging in media relations, and managing the organization's websites and social media accounts. For those who are creative and driven, this is an excellent opportunity to exercise your skills and spearhead projects of your own imagination.

### **Essential Skills and Qualifications:**

- Strong communication skills (written and oral) in both English and French
- A degree from a college, university, or technical institute in a related field, or equivalent combination of education and/or work experience
- Experience with public relations practices, particularly media relations
- Familiarity with Microsoft Office suite, Google Drive, and Mac OS
- Experience with website content management platforms (i.e. NationBuilder)
- Experience managing social media accounts, such as Facebook, Twitter, and Instagram
- Demonstrated initiative, project management skills, organization skills, and the ability to work effectively under pressure
- Proven ability to work in a collaborative team environment

### **Asset Skills and Qualifications:**

- Knowledge of Adobe Photoshop, InDesign, Illustrator, and Premiere Pro
- Graphic design, video editing, photography, or other multimedia content generation skills
- Strong public speaking skills
- Experience with event planning
- Relevant experience in the post-secondary education sector
- Familiarity with the major issues facing post-secondary students in Canada
- A clear understanding of the role the federal government plays in post-secondary education
- Past involvement in student government and knowledge of how student governments operate
- An interest and understanding of Canadian politics

### Position Requirements:

- Some travel within Canada is required

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### Responsibilities:

#### Communications

- Oversee the translation, design, and printing processes of all public-facing CASA documents and materials
- Write and edit text with careful attention to clarity, spelling, and grammar
- Oversee adherence to CASA's style guide, and update guidelines as needed
- Develop CASA's communications strategy, conduct regular evaluations, and provide progress reports to the Executive Director

- Develop and maintain a communications calendar
- Draft and distribute CASA's internal bi-weekly membership update emails
- Ensure internal communication lists are organized and up-to-date
- Oversee continued development and maintenance of CASA's websites
- Ensure clear communication regarding CASA's upcoming conferences and events
- Run CASA's social media accounts, including Facebook, Twitter, and Instagram
- Identify and produce – with the help from external contractors as needed – creative multimedia content, including infographics, videos, etc.
- Create materials for member associations relating to CASA's advocacy efforts, promotional efforts, and campaigns

#### Public Relations

- Develop and maintain relationships with national, regional and campus media focused on post-secondary education
- Draft press releases and other public responses to developments in the post-secondary education sector
- Facilitate and organize media interviews
- Provide briefers and support to spokespeople engaging in media interviews

#### Additional Responsibilities

- Participate in CASA's annual conferences, including assisting with session design, preparation of slideshows, and presenting/facilitating sessions
- Act as a registered lobbyist for CASA, meeting with elected officials, civil servants, and stakeholders to promote CASA's advocacy goals
- Other responsibilities as assigned by the Executive Director

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Interested candidates are asked to submit their resume, cover letter, and short writing sample to [hiring@casa.ca](mailto: hiring@casa.ca). All responses will be handled in the strictest confidence; however, only those who have been selected for an interview will be contacted. Interviews will be conducted using Zoom, to respect social distancing.

CASA is committed to employment equity and diversity, and encourages applications from all qualified candidates. This includes women, persons with disabilities, members of visible minorities, Indigenous persons, individuals of diverse gender and sexual orientation, and all groups protected by the Human Rights Code. CASA also offers accommodations throughout the recruitment

process, as needed. If you have accommodation needs at any stage of the recruitment process, please inform us as soon as possible.