

# **CBTU Apprenticeship Services Program Communications Manager**

## **POSITION SUMMARY**

Want to be a part of an exciting new initiative in Canada?

This is a fixed term employment position expiring in March of 2024.

The position will be based in Ottawa, ON.

Canada's Building Trades Unions are looking for a full time Communications Manager to support the execution of the deliverables and objectives for a federally funded project under Employment and Social Development Canada; the project primary objectives are to support small and medium enterprises (SMEs) to hire 4000 Red Seal apprentices, with a focus on underrepresented groups; and to provide the necessary training and employment supports to ensure successful apprenticeship completion rates in various skilled trades.

The Communications Manager will develop and execute a national communication and engagement strategy and tools to help meet the project objectives.

Canada's Building Trades Union/Les Syndicats des métiers de la construction du Canada is an affiliation of 14 construction trades unions representing 600,000 craftworkers from coast to coast. Since 1908 CBTU/SMCC and our members have built the roads, bridges, hospitals, schools and factories that fuel the economic prosperity of all Canadians. Our contractors and members are the folks that keep your house warm in the winter and cool in the summer. We deliver value. Every Day.

The individual in this position will work under the direction of the National Director, and the Director of Operations, to assist in the coordination of project activities.

## **KEY RESPONSIBILITIES**

- Develop a national communication and engagement strategy and tools.
- Manage the outside Marketing Communications firm to expand upon the initial engagement strategy to increase awareness of the Project, create better understanding of the Project objectives and opportunities, and recruit employers in the various regions and trade sectors identified.

- This will include targeted media relations and opinion editorials; the development of a microsite; creation of videos, infographics and leaflets.
- You are expected to develop and provide a clear and consistent message for the project working with various union representatives, government officials, at all levels and the owner/contractor communities.
- Co-ordinate communications plans with the Director of Communications.
- Maintain an effective environmental scan and a situational awareness respecting issues that are of importance to the Project.
- Develop and maintain social media, a microsite and other internet-based communication methods.
- Provide input into strategic decisions involving the Project.
- Advise the Project Manager on speaking engagements. Draft speeches, talking points, Q&As for use by the Project Manager other members of the management team.
- Such further and other duties which may be reasonably included but not limited to attendance of certain meetings or representing the Project in any situation and event which may arise.

## **QUALIFICATIONS**

### **Education and Experience**

- Post-secondary education in a related discipline is highly desirable (marketing, communications, public relations).
- At least 5 years of experience in a similar role - project coordination, communication, marketing.
- Knowledge of or experience in the construction industry including the construction building trades and apprenticeship system in Canada is an asset.

### **Knowledge, Skills and Attributes**

- Strong organizational and time management skills
- Ability to effectively prioritize work flow, set priorities and multi-task.
- Experience in coordinating and facilitating strategic marketing campaigns to a variety of audiences.
- Ability to work diplomatically and independently in a challenging team environment.
- High standards of ethics and confidentiality.

- Ability to exercise judgement, show initiative and be proactive as part of a team.
- Bilingualism in French and English is strongly desired.

**LOCATION:** Ottawa, Ontario

**TRAVEL:** The person in this position will be expected to travel.

**SALARY:** Commensurate with experience.

**Closing Date:** July 31, 2022

**To apply for this position please forward your resume to:**

Kelly Ackerl  
Human Resources Manager  
Canada's Building Trades Unions (CBTU) Apprenticeship Services Program  
[kackerl@buildingtrades.ca](mailto:kackerl@buildingtrades.ca)

To get a better understanding of Canada's Building Trades Unions/Les Syndicats des métiers de la construction du Canada visit [www.buildingtrades.ca](http://www.buildingtrades.ca)

*CBTU is committed to ensuring a diverse and inclusive workforce through equitable participation of persons from diverse groups. All applicants who are members of an employment equity group are encouraged to self-identify.*

**LOCATION:** Ottawa, ON

**Salary:** Commensurate with experience

**Closing Date:** Sunday July 3, 2022

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Kelly Ackerl

Human Resources Manager  
Canada's Building Trades  
Unions (CBTU) Apprenticeship Services Program

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