



## DESCRIPTION DE POSTE / JOB DESCRIPTION

**POSTE / POSITION:** Director, Communications

**SERVICE:** General Secretariat

**DATE:** January 2023

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### SUMMARY:

#### **About the CCCB:**

The Canadian Conference of Catholic Bishops (CCCB) is the national assembly of the Bishops of Canada. Like other national episcopal conferences of its kind around the world, the CCCB facilitates joint pastoral action on the part of its members, the Bishops of Canada, at the national level. In addition to the regulation of liturgical and pastoral matters, other areas of activity include the coordination of charitable initiatives across many dioceses as well as the fostering of ecumenical and interfaith relations at the national level. The CCCB's work is facilitated by a permanent bilingual General Secretariat located in Ottawa.

#### **Director, Communications**

The Director, Communications works collaboratively under the supervision of the General Secretary (GS). With a primary focus on external communications with the Catholic community and other external entities at the national level, the incumbent operates in both English and French and is engaged in key areas such as drafting communications and strategic communications plans, managing the CCCB's external communications channels, acting as the CCCB's media relations contact, maintaining a professional network across dioceses/eparchies and Catholic organizations, and serving as a spokesperson when called upon.

#### **Responsibilities**

##### 1) Tasks Related to Communications Services:

- Drafts communications, media releases, and announcements for approval.
- Proposes strategic communications plans with clear objectives and provides strategic advice toward implementation.
- Maintains a communications rollout calendar and timeline outlining key commitments and associated deliverables (ex. events, statements, social media content, etc.)
- Develops relevant communications tools, such as briefs, talking points, Questions & Answers, etc., in order to further identified communications objectives.
- Works with CCCB staff and offices to facilitate communications in diverse areas such as family and life, evangelization and catechesis, divine worship and the sacraments, social and ethical questions, Indigenous relations, responsible ministry, ecumenical/inter-faith dialogue, etc.
- Provides strategic input and advice to the GS and the Assistant General Secretary (AGS) in order to meet the demands of the CCCB's evolving communications needs.

- Collaborates with CCCB colleagues to develop and review informative and creative materials, both written and visual, to support intended communications objectives.
- Develops communications resources to help dioceses/eparchies implement or promote the CCCB's pastoral projects, documents, resources, and initiatives.
- Ensures that materials submitted for the GS's approval are provided in both official languages and that they meet CCCB standards.
- Other duties as assigned by the GS.

2) Tasks Related to Public and Media Relations:

- Manages and responds to the media requests.
- Operates and develops the CCCB's communications platforms, including website, social media, etc.
- Identifies opportunities for communications initiatives and profile-building, including online video content and traditional media.
- Engages and builds relations with Catholic, national, and other news media providers.
- Serves as the primary contact person with journalists and the CCCB's identified spokespersons.
- Drafts for approval and also manages specific content on the CCCB website and on its social media channels.
- Helps to prepare CCCB-identified spokespersons to respond to media interviews and coordinates training seminars for members.
- In consultation with the GS, establishes and maintains a network of communications partners that could include members of the Regional Episcopal Assemblies.
- Maintains a professional network of Communications Directors in dioceses/eparchies, associated Catholic organizations, episcopal conferences, and the Vatican.
- Serves in a supportive capacity to the GS in dealing with crisis communications.
- Monitors news posts and informs the GS, the AGS, and the respective CCCB staff of relevant news items for their consideration.

3) Tasks Related to External Relations:

- Works with the GS on the identification of public policy priorities.
- Builds and maintains relationships with communications services at the federal and provincial levels.
- Helps the GS to monitor legislative and political activity relevant to the CCCB.
- Helps the GS to keep government partners informed on CCCB activities.
- Supports the CCCB on scheduling and preparing communications for meetings with government officials.

**Qualifications**

- Bachelor's degree or equivalent in communications, public relations, journalism, or another relevant field. Studies in theology and/or professional certifications considered an asset.
- Minimum five years' experience in the communications field.
- Strong oral and written French and English language capabilities preferred.
- Knowledge of the Catholic Church, its history and structure, especially in Canada.
- Familiar with mainstream and non-traditional news media, both Catholic and secular.
- Experienced in media relations.



- Good prudential judgment.
- Skilled in balancing strategic priorities as well as day-to-day tasks.
- Able to leverage content management systems, social media platforms, and other digital communications tools.
- Experience in graphic design (Adobe, Canva, etc.) considered an asset.
- Enjoys working in a team environment.
- Works well under pressure with deadlines.
- Robust follow-up and reporting skills.
- Deploys problem-solving and analytical skills.
- Proven track record of creativity, collaboration, initiative, resourcefulness, and strong interpersonal skills.

### **Working conditions**

- Each employee has a personal office on location.
- Currently, the General Secretariat is operating on a hybrid work model, with two days/week of work from the office. Free parking available on site.
- Meetings occur both in-person during office days and by videoconference.
- Employees are provided with any office equipment needed for the execution of their tasks: e.g., computer and monitor(s), laptop, cell phone, software, etc.
- The incumbent will work from the location of the CCCB Plenary Assembly for one week (four to five nights) every September. Other travel may be required in exceptional circumstances. All such expenses are reimbursed.

This full-time permanent position offers a salary that is commensurate with experience. The CCCB provides excellent working conditions, including a generous pension plan and a group benefit plan. The work schedule is 35 hours per week, Monday to Friday.

### **TO APPLY**

Documents required as part of the application process include:

- Cover Letter
- Resume
- Three (3) professional references (these references will only be contacted if you are selected as one of the final candidates)

Applications should be submitted by e-mail to: [careers@ccb.ca](mailto:careers@ccb.ca). No phone calls please.

Applications will be accepted until Friday, January 27<sup>th</sup> at 5:00 p.m., or until a suitable candidate is found. Only applicants who are short-listed for an interview will be contacted directly by our office. We thank in advance all applicants for their interest.

The selected candidate will be subject to a background security check.

**Note**

- In accordance with Section 24(1) of the Ontario Human Rights Commission, the CCCB has the right to give preference to Catholic candidates with respect to employment
- In accordance with the Ontario's Accessible Employment Standard, the CCCB welcomes applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.