

CAREER OPPORTUNITY

MEMBER ENGAGER / UNION ORGANIZER One 2-Year Term, Contract Position

Posting #2017-03

Location: Civic Service Union 52
10212 - 112 Street NW
Edmonton, Alberta

Overview of Position:

Working in a team environment reporting to the President, this position will engage CSU 52 members through a variety of methods to increase the involvement, awareness and education of our CSU 52 membership. The incumbent will develop and lead external organizing campaigns that will result in the unionization of large numbers of members through employer agreements, adhering to provincial government legislation. The incumbent will work with Union Leadership in developing strategies, outcomes and measures of success, and work with the CSU 52 Multimedia Administrator to develop communication strategies and delivery thereof.

Core Functions and Responsibilities:

- Engage the CSU 52 membership by using creativity, design and technical skills to increase the involvement, awareness and education of our members.
- Meet with non-unionized employees of targeted employers to engage the employees in unionization.
- Develop plans aimed at encouraging targeted employers to commit to allowing successful organizing campaigns.
- Facilitate the process of engaging newly organized members through the negotiation of the first collective agreement, including proposal meetings, surveys, negotiations and communication with the membership.
- Responsible for managing the process of filings and new certifications, including hearings, with the Alberta Labour Relations Board (ALRB).
- Working in a team environment, this position reports directly to the President. The incumbent will work independently within established guidelines and procedures, while collaborating with the CSU 52 Office Staff, the Board of Directors and committees.
- Work with the CSU 52 Board of Directors in developing and establishing strategies, outcomes and measures of success including timelines.
- Recommend member engagement campaign directions to the Board of Directors.
- Develop and act on all assignments as directed by the President and the Board of Directors
- Report to the President and Board of Directors on an ongoing regular basis and/or upon request.
- Develop, refine, and produce high-quality promotional and functional communication and promotional materials that will increase involvement, awareness and education of our CSU 52 membership.
- Align engagement activities with business planning processes and communication.
- Develop campaign plans, train and educate CSU 52 Leadership.

- Educate and train Member Engagement Leaders.
- Oversee engagement plan and the guidance of Membership Engagement Leaders.
- Develop, establish and evaluate outcomes and measures of success in member engagement.
- Oversee engagement plan and the guidance and review of membership leaders.
- Work with the CSU 52 Multimedia Administrator to develop communication strategies and delivery thereof.
- In conjunction with the CSU 52 Multimedia Administrator, develop and create materials to support the advertising needs of the Union, assess new opportunities and techniques, types of advertising, media packages and related materials and services with respect to member engagement.
- In conjunction with the CSU 52 Multimedia Administrator, research, develop and write online content for the Union's website ensuring content is written and consistent with information design guidelines and CSU 52 brand image.
- Develop and sustain an environment that promotes creativity and innovation.
- Provide leadership, training and support to other staff and Board/Committees and members as required.
- Develop and submit a CSU 52 Member engagement budget to the Board of Directors, outlining various areas of application.
- Develop and submit a budget for the purpose of engaging and organizing potential new bargaining units.
- Report updates on approved budget usages to the Board on an ongoing regular basis.
- Adhere to the CSU 52 Policy & Procedures Manual and approved practices.
- Perform related duties as required.

Knowledge, Abilities and Skills:

- Excellent verbal and written communication skills with strong attention to detail including the ability to communicate effectively with various audiences.
- Leadership skills, including the ability to facilitate the member engagement process, meetings and training.
- Proficient with social media tools especially Facebook, Twitter, YouTube and other emerging web technologies and trends.
- Solid understanding of the Union's web content and any applicable social media tools in use.
- Ability to work independently and as a member of a team, and to make decisions in accordance with established policies, standards and objectives.
- Demonstrated ability to establish and maintain effective working relationships.
- Demonstrated ability to manage and coordinate the workload of the position.
- Strong organizational skills, strategic thinker, including the ability to handle multiple assignments and tasks while meeting deadlines.
- Strong analytical skills needed to assess needs, extract requirements, manage workflow and resolve issues.
- Knowledge of current Union policies, branding, operations and activities.
- Ability to establish and maintain effective working relationships and to function within a team environment as required by assignments.

- Ability to write in a variety of formats and styles for multiple audiences.
- Ability to develop detailed budget and expense reporting for Board approval.
- Ability to train, develop and motivate in-house leaders.
- Ability to navigate through complex relationships.
- Cultural competence.

Education, Training and Experience Requirements:

- College or University degree in political science, labour studies or related field.
- 5 years' experience in labour movement in organizing; or
- 5 years or more in a community organizing role.
- Knowledge of ALRB rules and procedures, and Alberta Labour Relations Act (ALRA).
- Knowledge of and experience in social responsibility campaigns.
- Advanced Microsoft Office Suite skills.
- Social media skills.

Salary Range:

To be negotiated.

This posting is for an up to two (2) year term contract position, which reports directly to the President of Civic Service Union 52.

Apply in confidence prior to 4:30 p.m. on Monday, September 18, 2017 to:

Lanny Chudyk
 President
 Civic Service Union 52
 10212 - 112 Street NW
 Edmonton, AB T5K 1M4
 Fax: (780) 479-7975
 Email: lanny.chudyk@csu52.org

No telephone calls accepted. While we thank all applicants for their interest, only those selected for interviews will be contacted.

