MEMBER SERVICES OFFICER-COMMUNICATIONS AND EXTERNAL RELATIONS

The Association of Administrative and Professional Staff of The University of British Columbia (AAPS) is the labour association for the management and professional staff group at UBC.

AAPS represents nearly 6,000 members in collective bargaining and dispute resolution with the University. AAPS supports members in resolving workplace issues and strives to improve their work experience at UBC. AAPS also creates a connected community of members through networking and professional development opportunities.

Management and professional staff play critical roles in every function of the University. Their leadership and professional expertise are essential to creating a world-class institution of learning, research, engagement, and innovation.

The Member Services Officer-Communications and External Relations oversees all aspects of the Association’s member communications, external communications, and government relations initiatives. From developing strategies to executing campaigns and initiatives to analysis and reporting, this role ensures effective community building and two-way communication between AAPS and the members.

This role also works towards ensuring that the organization is engaged with government stakeholders and community partners on issues related to AAPS members, organized labour, and post-secondary education. The Member Services Officer-Communications and External Relations manages the communications and government relations portfolios.

The role works collaboratively with the Board, committees, staff, external partners, stakeholders, and contractors to meet the goals set out by the Board, fulfill the mandate of the organization, and actively respond to the needs of members. The person filling this role will, on occasion, act as a spokesperson for AAPS, both on and off the record.
PRIMARY RESPONSIBILITIES

COMMUNICATIONS

- Design and implement an internal communications strategy that promotes member engagement and a sense of affinity among the membership
- Design and implement an external communications strategy that promotes the bargaining and public policy objectives of AAPS
- Manage all aspects of the AAPS website
- Design, write, edit, and produce member and external communications materials
- Manage media relations and serve as a spokesperson, both on and off the record
- Ensure a consistent brand identity across communications
- Design promotional materials for association campaigns, initiatives, and events
- Manage AAPS social media activities and promote member engagement through social media
- Stay apprised of legal developments in labour relations
- Monitor new technologies, media and communications trends and assess their potential for adoption by AAPS
- Other communications projects as assigned by the Executive Director

RESEARCH AND GOVERNMENT RELATIONS

- Gather, organize, and present information in preparation for communication with members
- Prepare government relations briefs and attend government relations meetings, as necessary
- Prepare and deliver presentations to government officials and bodies
- Develop and maintain relationships with MLAs and MPs whose ridings encompass AAPS members' worksites
- Assist the Executive Director in developing relationships with relevant Cabinet Ministers and their senior staff and bureaucrats
- Research projects and reporting as assigned
CANDIDATE PROFILE AND QUALIFICATIONS

We actively encourage applications from members of groups with historical and/or current barriers to equity, including, but not limited to:

- First Nations, Métis and Inuit peoples, and all other Indigenous peoples;
- Members of groups that commonly experience discrimination due to race, ancestry, colour, religion, spiritual beliefs, and/or place of origin;
- Persons with visible and/or invisible (physical and/or mental) disabilities;
- Women; and
- Persons of marginalized sexual orientations, gender identities, and gender expressions.

DESIRED EXPERIENCE AND SKILLS

We understand that many great candidates will possess some, but not all, of the qualifications listed below. We believe in making long-term commitments to our employees and so, if you possess some of the skills or experience listed below and are committed to learning and growing in a role, we encourage you to submit an application for the position.

- Previous work experience in communications, journalism or in a senior political role in government
- A demonstrated commitment to workers’ rights and human rights
- Excellent written communication skills including drafting member communications, annual reports, media releases, and briefs to government
- Excellent verbal communication skills including serving as an on-the-record spokesperson and addressing legislative committees and government officials
- Knowledge and experience using social media
- Experience publishing through various forms of media, such as blogs and podcasts
- Knowledge of the university sector, including relevant polices, directives and legislation
- Knowledge of membership associations or unions
- Excellent research skills and the ability to present research results in a concise and coordinated manner
- Project management and graphic design skills would be an asset
WORK ENVIRONMENT AND COMPENSATION

WORK ENVIRONMENT

AAPS offers a collegial and collaborative work environment. Employees are given significant autonomy within their roles but are supported when professional challenges arise. AAPS employs a hybrid work environment in which employees currently attend the office 3 days per week and are free to work remotely up to 2 days per week if they wish. In the future, there will likely be an expansion of remote work opportunities for employees. This position can be based at either the Point Grey or Okanagan Campus.

AAPS provides employees with flexibility in scheduling their workday and, where possible, respects employee’s preferred work schedule. While occasional evening or weekend work may be required, it is kept to a minimum and employees will be granted corresponding time off for any such work.

AAPS uses both PC and Mac technology and the successful candidate will have their choice of using the Mac or PC platform. Member Services Officers are also provided with the employee’s choice of a tablet or laptop and an employer-paid cell phone to assist them in performing their duties.

COMPENSATION

• Salary range: Approximately $89,000-$117,000
• 4 weeks’ vacation (pro-rated) plus time off between Christmas and New Year’s to start
• Extended health, and life insurance package (Details: https://hr.ubc.ca/sites/default/files/documents/25205%20MP%20health-dental%20booklet.pdf)
• Membership in the UBC Staff Pension Plan (Details: https://staff.pensions.ubc.ca/about-the-plan/)
• Long-term disability (LTD) insurance (Details: https://hr.ubc.ca/benefits/benefit-plan-details/long-term-disability-plan/disability-benefits-management-professional)
• Membership in the Employee and Family Assistance Program (Details: https://hr.ubc.ca/benefits/benefit-plan-details/employee-family-assistance-program)
• Significant professional development opportunities
HIRING PROCESS

Step 1
Please send a résumé and cover letter to the attention of Joey Hansen, Executive Director at joey.hansen@ubc.ca no later than the close of business, on Tuesday, May 31, 2022.

Résumés will not be reviewed until the posting closes. While we appreciate the time and effort of all candidates who apply, only those candidates selected to proceed to the next step of the hiring process will be contacted.

Step 2
Candidates selected to advance to the next step in the process will be asked to complete an exercise in which they will be presented with a fictional scenario and asked to produce a couple of written documents based on the scenario.

Candidates will also be provided with the contact information of all AAPS employees and we encourage candidates to conduct a “reverse reference check” on AAPS, to speak to any/all of our employees to find out what people working here think of us as an employer.

Upon review of their written submission, candidates who advanced to Step 2 will be informed via email whether or not they have advanced to Step 3.

Step 3
Selected candidates will be invited for an interview with the hiring committee. AAPS will pay the travel and, if necessary, accommodation costs for candidates who currently reside outside of the greater Vancouver area.