



Job description

Bilingual Communications Officer

(BILINGUAL / REMOTE)

WHO ARE WE AND WHAT DO WE DO?

Co-operatives and Mutuels Canada (CMC) is the national member-driven association for Canadian co-operatives and mutuels. We represent all sizes and types of co-operatives and mutuels from all sectors. We unite, engage, and lead the co-operative and mutualist movement by building bridges, breaking barriers, and advancing its priorities nationally through government advocacy and public promotion, as well as internationally through the International Cooperative Alliance and the International Cooperative and Mutual Insurance Federation.

CMC is an equal opportunity employer that values diversity in the workplace.

POSITION OVERVIEW

CMC is looking for an ambitious, results-driven Bilingual Communications Officer to:

- Support the CMC Communications lead by coordinating, executing, and monitoring communications projects, programs, and strategies.
- Work closely with colleagues to ensure appropriate stories, messages, products and projects are created and delivered on time, while ensuring the designated audiences are reached, engaged and grown.

PRIMARY DUTIES

Communications

- Assist in the development and implementation of the communications strategy to help onboard, educate and support our audiences across CMC departments: external affairs, member engagement, governance and special projects.
- Develop communications plans for key campaigns and important organizational moments.
- Ensure branding guidelines and key messages are consistently used across communications platforms and tools.
- Develop and maintain communications tools, planning calendars and departmental processes.
- Develop email marketing and digital promotional material, as needed, including distribution via CMC's CiviCRM using Mosaico.

Online Content Management

- Create and maintain up-to-date and relevant content for the CMC website, social media accounts and communications tools including newsletters, reports, blogs and brochures.
- Ability to respond dynamically to troubleshoot issues, post instantly and engage with replies and comments, where necessary.
- Conduct regular monitoring and analysis of website and social media content and produce analytics reports with recommendations to improve performance metrics.

Media and Outreach

- Support the organization and execution of various CMC events including our annual Congress and AGM;
- Identify and capitalize on any media or thought leadership opportunities, either directly or through CMC's network of partnerships.
- Monitor and distribute media mentions and stories of members across the country to strengthen the co-operative movement.
- Develop media plans, press releases and other media content, as required, and act as the lead contact for media inquiries.

Publication and Materials Development

- Coordinate the development, layout and design of soft and hard copy publications, including the Annual Report, conference documents and marketing and communications materials.
- Manage translation requirements for all communications materials.
- Develop, edit and produce short promotional and educational videos or oversee the development of those videos.

Reporting and Technical Support

- Prepare reports on communications results based on strategic objectives
- Leverage existing data within CMC's CRM to support communication tactics for the Canadian co-operative sector
- Collaborate with external service providers to ensure relevant website, CMS and CRM updates and security measures are in place.
- Provide technical support for teleconferences, virtual meetings, and webinars

DESIRED KNOWLEDGE, SKILLS, AND ABILITIES

- 3-5 years' experience in a professional communications, marketing, or digital content role.
- University degree/diploma in a communication, marketing, or similar discipline, or relevant work-related experience
- Professional proficiency in both written and spoken English and French
- Exceptional communication abilities including writing, speaking and active listening.
- Critical thinker who has confidence and the willingness to take initiative and work independently.
- Detail oriented with impeccable multi-tasking, and organizational skills.
- Demonstrated good judgment, discretion, tact, and diplomacy.
- Advanced knowledge of Microsoft Office tools and Zoom
- Ability to tailor content and tone for different audiences and objectives: business correspondence, public relations, advertising, marketing and sales copy, and social media.
- Self-starter with excellent project management skills, including time management, prioritization and ability to meet deadlines.
- Demonstrated web maintenance and content management skill and experience, including with WordPress or similar backend platform.
- Proficiency in using social media platforms like Facebook, LinkedIn, and X including Hootsuite. General knowledge of Search Engine Optimization and Internet ranking for web content.
- Experience with Customer Relationship Manager platforms such as CiviCRM.
- Experience working with Canva, Adobe InDesign and Mosaico is an asset.
- Experience working in an association, or within the co-operative sector is an asset.
- Comfortable working in a small organization and supporting colleagues when necessary.

SUPERVISORY RESPONSIBILITIES

N/A

WORKING CONDITIONS

- Position is 100% remote with some in-person team and other meetings as required.
- The position requires extended use of a computer and peripherals.
- Some travel required - predominantly domestic.
- Weekend and evening work may be required during peak periods and travel.

COMPENSATION AND BENEFITS

- Job Type: Permanent, Full-time
- Salary: \$59,447 to \$68,868 per year
- Vacation: 3 weeks + paid office closure between Christmas and New Years
- Benefits: Competitive package
 - Dental care
 - Employee assistance program
 - Extended health care
 - Life insurance
 - Defined Contribution Pension Plan
- Schedule: Monday to Friday
- Work Location: Remote. The employer will provide a laptop and other equipment required to work from home.

Application deadline: 2025-03-31

INFORMATION FOR CANDIDATES

- Please send a CV and cover letter to lzentner@canada.coop.
- Write **Bilingual Communications Officer** in the subject line of the email.
- We appreciate your interest in working with us; however, only candidates selected for interviews will be contacted.
- Final candidates for this position may be required to undergo a security screening, including a criminal record check.