

COMMUNICATIONS AND RESEARCH OFFICER LOCATION: ST. JOHN'S

Duties

The successful applicant will be responsible for; but not limited to, independently writing and editing a wide range of communication materials, including media releases, backgrounders, campaign materials, fact sheets, editorials, newsletters, internal briefs, videos, government relations correspondence and submissions, social media posts, and electronic communications. Will work closely with Union Leadership under the supervision of Campaigns and Communications Coordinator in developing messaging and materials for effective communication with news media, the public, government officials, union members, and allies. The successful applicant will be responsible for NAPE's social media, including content and monitoring of NAPE's various Social Media platforms. They will be expected to be fully engaged with and assisting as required with Union campaigns, have the ability to assist with research and policy analysis on a wide range of union and labour related issues. Further, the position will assist in planning and conducting earned media outreach and organizing media events, conferences, and demonstrations. Will be responsible for documenting events and actions, including taking photos and video, and posting real-time content to social media platforms.

Necessary Qualifications

An applicant will have a Bachelor/Master's degree in a relevant discipline such as Public Relations, Political Science, Communications, Journalism, or an education equivalency. A demonstrated minimum of two (2) years relevant experience within the last four (4) years. Experience in the labour movement and non-profit sector will be considered a definite asset. The applicant will be required to knowledge of research, policy analysis, survey and data analysis skills; exceptional written and oral skills; an advanced level of understanding of social media/communication technology platforms and their applications; familiarity with Content Management Systems (CMS) and Customer Relationship Management (CRM) software and platforms; proven experience developing, implementing and evaluating marketing and communication strategies and tactics. A level of training/or experience in graphic design would be beneficial.

Must be familiar and comfortable with the creation of online content and maintenance of NAPE social media platforms. Applicants must possess strong facilitation and interpersonal skills and be comfortable speaking publicly to a range of audiences. The applicant must be a critical thinker and problem resolution oriented with the ability to work independently. Demonstrated commitment to social justice and the fight for workers' rights. Knowledge of, experience with, and commitment to, the union movement combined with a familiarity of the issues and challenges unions face in the current political environment is a key asset. Media and government relations experience will be a definite asset.

Compensation

A comprehensive salary and benefit package in accordance with the Staff Collective Agreement.

Please submit letter of application and resume marked confidential - Job Competition and addressed to:

President

Newfoundland & Labrador Association of Public & Private Employees

PO Box 8100, St. John's NL A1B 3M9

Fax: (709) 754-0726

Email: ineville@nape.ca

Closing Date: Wednesday, April 15, 2026