

The Canadian Nurses Association (CNA) is committed to engage highly qualified employees to carry out its objectives and to provide a work environment that is conducive to personal and professional growth. In CNA's commitment to inclusion and the dismantling of racist and systemic discriminatory practices we are eager to attract a diverse workforce. We will provide equal employment opportunity for all employees and qualified applicants for employment, encouraging those who have not been historically well represented, to better serve the diversity of nurses and people living in Canada.

### **The Organization:**

CNA is the national and global professional voice of Canadian nursing. Our mission is to advance the nursing profession to improve health outcomes in Canada's publicly funded, not-for-profit health system. CNA is the only national association that speaks for all types of nurses across all 13 provinces and territories. We represent nurses that are unionized and non-unionized, retired nurses, nursing students, and all categories of nurses (registered nurses, nurse practitioners, licensed and registered practical nurses, and registered psychiatric nurses). We are guided by a set of ethical values of courage, equity, diversity excellence, innovation and trust. We are seeking an individual who is an innovative thinker and will have demonstrated experience in handling challenging issues in a diverse, transformational and dynamic work environment.

### **Position: Lead, Public Affairs**

#### **Role:**

Public affairs is a core lever for CNA to fulfil its mandate. Under the direction of the Chief Executive Officer (CEO), the Lead, Public Affairs, provides leadership and has overall accountability for the government relations, media, communications and advocacy activities of Canadian Nurses Association (CNA).

To have greatest impact, the Lead, Public Affairs undertakes the following overarching activities:

- Leads the development, implementation and evaluation of CNA's government relations strategy that sets out clear policy priorities, targets and strategies to optimize CNA's interface with Canada's elected and other officials at the federal level.
- Develops and implements policy instruments that profile CNA's position on policy issues with members, health stakeholders and decision-makers, and parliamentarians
- Develops reports, communications and presentations to government, House of Commons and Senate committees. Manages CNA government relations resources. Is responsible for ongoing, routine parliamentary scanning.

- Leads the development, implementation and evaluation of CNA's overarching media and communications strategy that sets out clear goals, objectives, and targets to optimize CNA's interface with members, nursing stakeholders, health care stakeholders, governments, policy makers, advocacy partners, the media, and the public
- Proactively, coordinates internal and external communications efforts to advance the nursing profession, especially by promoting awareness of the profession so that the roles and expertise of regulated nurses are understood, respected and optimized within the health system

## **Key Responsibilities:**

### **Government Relations**

- Establishes, implements and evaluates CNA's government relations strategy
- Assesses and makes recommendations to address and advance CNA's government relations profile
- Advises CEO and the policy team, and serves as an advisor to board members on the parliamentary legislative and policy priorities of relevance to CNA
- Contributes to the overall policy and program direction of the organization
- Leads grassroots campaigns to engage with nurses and have them be a greater participant in CNA advocacy efforts
- Works in collaboration with CNA teams to ensure government relations strategies and activities are coordinated with other corporate policy, communications and knowledge translation activities
- Oversees and executes annual CNA board activities with parliamentarians
- Represents CNA in parliamentary and government relations events
- Keeps abreast of parliamentary trends and research
- Oversees daily, monthly and quarterly environmental scanning of political and government events and opportunities of relevance to CNA's vision, mission and goals by analyzing and synthesizing qualitative and quantitative information from diverse sources and prepares regular report on parliamentary and legislative initiatives accordingly
- Manages the preparation of presentations, briefing, media statements and background material to support CNA's government relations profile
- Uses social media and other communication tools as appropriate to promote CNA's government relations activities
- Contributes to the internal and external development and advancement of advocacy processes and capacity
- Prepares and submits the monthly CNA lobbying activity reports to the Office of the Commissioner of Lobbying of Canada (and provincial as necessary) and, as required, to senior management, ensuring we are compliant
- Develops and monitors the annual budget for CNA's government relations activities
- Requires travel

## **Communications and Media Relations**

- Develops communications strategies with the objective of securing media coverage/interviews to promote various CNA activities
- Advises CNA's executive team on whether to accept media requests and, if so, which messaging will best convey CNA's position on the topic and/or convey CNA in a positive light
- Oversees the process of responding to media inquiries/requests and coordination of media interviews.
- Advises on public relations (PR) and communications strategies for responding to current events
- Fosters relationships with journalists and oversees the development of media and stakeholders' lists
- Oversees the development of media advisories, media releases, backgrounders, and articles for publication
- Analyzes the effectiveness of PR campaigns
  - Supervises day-to-day communications including help coordinate social media and website updates that support CNA's business objectives
  - Monitors media on a daily basis for news of interest to internal staff as well as CNA members, and recommends when and what kind of action is needed
  - Consults with CNA staff to identify and assess communications and public relations support needs across the organization
  - Engages appropriate CNA staff and other stakeholders in content development and identification
  - Working with the Media & Communications Coordinator, supervises the development of speeches and presentations to be delivered by CNA staff and officers.
  - Manages the overall content lineup for CNA's newsletter
- Contributes to enhancing the visibility of CNA and the nursing profession by developing and maintaining positive relationships with key stakeholders

## **Qualifications:**

- Fluently bilingual in English/French
- Five (5) to seven (7) years experience in government relations, ideally at the federal level
- Experience in communications field is considered an asset, including proven experience in media relations, public relations, journalism or other communication field
- Master's degree in political science, health policy, public administration, communications or other relevant field of study
- University degree in media, journalism, communications, political science, public relations or a related field
- Professional certification in communications or public relations, or both, is an asset
- Strong understanding of political and government processes, the federal policy cycle, structures, and current priorities and of national political parties

- Knowledge and strong insights into nursing and health policy issues and how they relate to federal, provincial and territorial governments
- Demonstrated ability to successfully engage members of Parliament and Senators as well as staff in political offices and in Parliamentary committees
- Knowledge of the health system, the key stakeholders and their roles
- Demonstrated ability to assess perspectives from different sources and to assess their relevance to organizational mandates and priorities
- Strong understanding of media relations practices and experienced in engaging media and pitching a story
- Knowledge in best practices in digital writing and mobilizing communities online
- Proficiency in developing and implementing media, public and community relations strategies
- Experienced in response management during crisis and emergency situations
- Proficiency in media tactics, including interviewing techniques and preparation
- Demonstrated ability to set priorities and meet deadlines
- Strong written and verbal communication skills
- Demonstrated ability to work collaboratively in a team environment with diverse stakeholders
- Proven leadership skills
- Sound judgment and decision-making skills
- Proficiency with Microsoft Office applications and related software including but not limited to Word, Excel, PowerPoint, and Adobe InDesign

**Desirable qualifications:**

- Experience working with a professional association
- Experience in a professional media setting

For confidential consideration, please forward your application to: [hr@cna-aiic.ca](mailto:hr@cna-aiic.ca)

**We thank all applicants however, only those selected for an interview will be contacted.**

If contacted for this position, please advise us if you require any adaptive measures at any point in the recruitment process and we will work with you to meet your needs. CNA will consider all qualified candidates and select the best individual for the position.