



**THE WRITERS'
UNION OF CANADA**

200-90 Richmond Street East, Toronto, Ontario M5C 1P1
T 416-703-8982 F 416-504-9090 www.writersunion.ca

Online Media and Communications Specialist

November 2010

POSITION SUMMARY

Help build The Writers' Union of Canada's communications and visibility as the pre-eminent place for information relevant to Canada's professional book writers.

- Provide staff leadership to our communications strategy with an initial emphasis on our early steps into a web 2.0 and social media strategy
- Graphic Design of the Union's magazine quarterly and other materials as are required from time to time
- Web Design including overseeing a transition to a CMS which will be contracted to an external supplier
- Web maintenance
- Launching and curating TWUC's social media presence
- Liaising with TWUC staff, National Council, and members to generate the content for our communications vehicles
- Keeping a communications mindset at the forefront of what TWUC does and providing links with the editorial direction of the Union's quarterly magazine; our advocacy initiatives; press releases; etc.

Permanent or contract to be negotiated

DUTIES

- For the quarterly magazine:
 - Work with writing and editing colleagues throughout the editorial cycle
 - Do the layout, type, design, and production work
 - Transition the magazine to its online version
- For the website:
 - Maintain/update
 - Add ShareThis widget
 - Oversee transition to CMS system

- For social media:
 - Launch and manage our presence on Facebook and Twitter
 - Monitor the blogosphere and manage our participation
 - Register usernames
 - Create comment guidelines
- Undertake emarketing campaigns and projects
- Solicit interesting contributors and partners to populate our site and materials with current and interesting content

REQUIREMENTS OF THE POSITION

- Graphics experience (including InDesign, Photoshop, CSS and javascript)
- Skills in web concepts and functionality including CSS/XML, HTML, Dreamweaver, content management software, online publishing and blogging platforms
- Exceptional writing and editing skills
- Very conversant with social media
- Good interpersonal skills and the ability to work with a variety of people
- The ability to work independently as well as as part of a team
- Cultural/book knowledge
- Good project management and prioritization skills
- MP3 editing and streaming would be an asset
- Strategic thinking

HOW TO APPLY

Submit resume to: soconnor@writersunion.ca

Deadline: Friday, November 19, 2010