

COMMUNICATIONS & PUBLIC AFFAIRS SPECIALIST

About the job

The Communications & Public Affairs Specialist is a Toronto-based position reporting to the Senior Director, Communications & Public Affairs at the Canadian Beverage Association.

The Canadian Beverage Association (CBA) is the trusted authority for the non-alcoholic beverage sector in Canada, enabling members and affiliated industries to operate, innovate, and grow in communities across Canada. We are leaders in promoting and supporting sustainability and the Canadian circular economy, and champion socially responsible industry-led initiatives.

We unite Canada's beverage companies and stakeholders to protect, promote, and advocate for responsible public policy to create a business environment that allows the non-alcoholic beverage sector to be successful and sustainable.

This is an excellent opportunity to work with a dynamic, collaborative, evidence-based, and innovative team. We offer a cooperative and flexible work environment with competitive salaries and benefits.

Job Description

- Manage the writing, development and posting of accessible communications and marketing content (English and French), including social media posts, videos, and blog posts.
- Manage relationships with design consultants in the continuous updates to, and development of, the CBA website, association brand materials, and member portal.
- Maintain the association's communications and events calendar.
- Execute association communications campaigns, manage campaign budgets and assist in communications strategy development to further association objectives.
- Monitor social media and traditional media on key association issues and publish daily "In the News" media monitoring email to CBA membership.
- Plan and execute strategic events (in-person and virtual) for internal and external purposes including webinars, roundtable meetings, and advocacy days.
- Lead the release of the CBA member newsletter and timely release of internal memos.
- Maintain accurate agendas and minutes while contributing to continuous improvement of CBA committees.
- Assist in the development of briefing notes, key messaging, and summary documents outlining key policy considerations and association positions.

- Track the organization's GR meeting requests and assist with follow-up where required.
- Support Senior Director, Communications and Public Affairs in the development and release of key strategic documents, news releases and statements.

Qualifications & Experience

- At least five years of experience in public affairs, communications, public relations, journalism, media relations or content strategy, or a related field.
- Deep integrity and alignment with the CBA's values.
- Exceptional communication abilities, both written and verbal, with expertise in crafting messages that resonate with diverse audiences.
- Demonstrated ability to build and maintain relationships with key stakeholders, including government officials, industry leaders, influencers and the media.
- Strong strategic thinking and problem-solving skills, with the capability to anticipate and manage risks affecting organizational reputation and advocacy efforts.
- Event management experience is considered an asset.
- Political or agency experience is considered an asset.

Education

- Undergraduate degree, or post-graduate certification or degree in communications, journalism, business, political science, or a related field.
- Bilingualism is considered a strong asset.
- Eligible to work legally in Canada.

Personal Qualities / Style

- Be a driven, best-in-class performer who is productive, organized, action oriented and an independent self-starter.
- Can cope in a demanding environment (e.g. juggling multiple priorities in pressure situations under tight deadlines).
- Adapt and be flexible in situations that are highly collaborative and have shifting priorities.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed. As an employer committed to the principles of employment equity, we encourage applications from women, indigenous peoples, visible minorities, persons with disabilities, and persons of all

sexual orientations or gender identities. We are committed to providing an inclusive and barrier-free experience to applicants with accessibility needs in accordance with the Ontario Human Rights Code (2015) and the Accessibility for Ontarians with Disabilities Act (AODA). To request accommodation during the recruitment process, please indicate this in your email.

This is a hybrid role with the expectation of one workday per week in person. We thank all applicants and advise that only those candidates who meet the job requirements will be considered. The Canadian Beverage Association provides a comprehensive compensation and benefits package.

Qualified candidates may submit a resume and cover letter to: erich@canadianbeverage.ca