



**Canadian Red Cross
Croix-Rouge canadienne**

**Senior Public Affairs Advisor
Permanent, Full-Time (PA 4) January 2007
Location: National Office (Ottawa)**

The Canadian Red Cross Society, a non-profit, humanitarian organization, dedicated to helping Canadians, as well as the most vulnerable throughout the world, is seeking a Senior Public Affairs Advisor.

Reporting to the National Director, Public Affairs, the Sr. Public Affairs Advisor ensures the Canadian public is informed through the media and other resources about the role, values and activities of the Red Cross in Canada and around the world. This is achieved through the management of resources, proactive and reactive media relations work with Canadian and international media, through the creation and distribution of communications products and publications and through support to marketing and communications activities.

Key areas of responsibility:

- In consultation with the National Director, Public Affairs, develops, coordinates and implements national communications plans in support of National Strategic Objectives.
- Coordinates media outreach and actively seeks out opportunities to increase Red Cross profile with national media outlets.
- Develops/oversees development of media materials for external release including media releases, advisories, backgrounders, FAQs.
- Develops and oversees production of National communications/marketing products and publications (i.e. presentations, brochures, speeches).

Qualifications:

The minimum qualifications for this job are a post secondary education with a specialization in Communications, or a related discipline, 3-6 years of job related work experience, or an equivalent combination of education and experience.

- Strong verbal and written communications skills in English are required. Preference may be given to bilingual candidates (English & French).
- Experience preparing a variety of communications products such as news releases, key messages, Q&As and communications plans required.
- Strong computer skills including MS Office essential.
- Experience in Project Management an asset.
- Ability to prioritize tasks and utilize time management skills while working across competing priorities.
- Ability to work both as part of a team and independently
- Strong self initiative and highly motivated.
- Knowledge of the communications policies and procedures of the Canadian Red Cross Society an asset.

*Interested parties may submit their resumes quoting **Competition Number 07-54** no later than **January 11, 2008** to:*

The Canadian Red Cross Society
170 Metcalfe Street, Suite 300
Ottawa, Ontario K2P 2P2
Fax: (613) 740-1911

E-mail: careers@redcross.ca

While we appreciate all responses, only candidates under consideration will be contacted. We kindly ask not to send in duplicate copies of your resume. Please note that relocation funding is not available for this position.