

The Federation of Canadian Municipalities (FCM) is the national voice of municipal governments, representing the interests of cities and communities with the federal government.

**Position:** Communications Advisor and Principal Writer  
**Department:** Policy and Public Affairs  
**Classification:** Level 5  
**Salary Band:** \$71,900 - \$90,700  
**Languages:** Bilingualism (English and French) is considered an asset  
**Term:** 6 month contract (parental leave replacement)

**Background:**

The Federation of Canadian Municipalities (FCM) is the national voice of municipal government, representing 90 per cent of the Canadian municipal population. FCM is dedicated to improving the quality of life in all communities by promoting strong, effective and accountable municipal government. FCM also assumes a lead role representing Canadian municipal interests at the international level by establishing links with municipal associations in other countries. FCM is also involved in protecting the environment through pollution prevention and sustainable community development. The Federation serves constituents in both official languages.

**Major Purpose:**

The Communications Advisor and Principal Writer plays a strategic role within the Policy and Public Affairs Department by developing and executing strategies to support and further corporate and political objectives. This includes writing a range of strategic communications products, namely speeches for the FCM President and Table Officers, as well as web content, e-communications and membership outreach materials. The Communications Advisor and Principal Writer will also be responsible for fulfilling day-to-day writing and copy editing needs — in adherence to messaging, branding and style guidelines — ensuring that content furthers corporate and political objectives.

**Key Responsibilities:**

- Write regular speeches for the FCM President and Table Officers, liaising with policy and programs colleagues where appropriate, to ensure content is on message, accurate, suitable for our audiences and reflective of FCM's work.
- Develop a keen understanding of the President's tone, voice and style, while ensuring it is consistent with FCM's corporate and political objectives.
- Write the President's monthly column, which is distributed to members nationwide. Propose topics for the editorial calendar, oversee approvals and translation.
- Assist with the annual membership drive, working collaboratively with colleagues to determine messaging, write materials and provide input on brochure design, as needed.
- Develop a strong understanding of FCM's key messages, style and brand, as well as FCM Programs and audiences. Liaise with colleagues to help them gain a similar understanding.
- Help ensure all communications products are on message, with the right tone and voice, and that they align with corporate and political objectives.
- Provide day-to-day writing and copy editing support, as required.

**Knowledge, Experience and Skills:**

- Post-secondary education in communications, journalism, or other relevant field or a combination of education and experience that would be considered equivalent.
- Five to six (5-6) years of professional writing experience, with a preference given to speech writing experience.
- Demonstrated experience using key messages to construct engaging narratives that further corporate and political objectives.

- Ability to develop clear, concise and engaging content that's tailored to specific audiences, reflecting relevant political sensitivities.
- Experience as a copy editor adhering to organizational style guidelines, as well as voice and tone.
- Understanding of Canadian municipal and federal political structures and issues considered an asset.
- Experience working with elected officials or senior corporate figures considered an asset.
- Strong project management abilities; capable of prioritizing and planning multiple projects simultaneously, under tight time constraints and within budget parameters.
- Strong time management skills and ability to work effectively under pressure, meet tight deadlines, prioritize and deal with uncertainty in a fast-paced environment.
- Thorough working knowledge of MS Office applications used for word processing and presentation creation (Outlook, Word, and PowerPoint).
- Attention to detail and an eye for quality.
- Ability to work with limited guidance and support structures.
- Bilingualism (English/French) is considered an asset.

The benefits of joining the FCM team include summer hours (Fridays off between July 1<sup>st</sup> and Labour Day) and office facilities located in the ByWard Market

For additional information on this posting, or for further information on FCM, access our website at [www.fcm.ca](http://www.fcm.ca).

Visit the [careers section](#) of our website to apply. Deadline for applications is **March 25, 2018**.

*We thank all candidates for their interest; however we will only contact those selected for an interview. All the applications will be kept on file for six months following the hiring.*