



Organizing, Membership Engagement and Communications Coordinator (OMECC)
Position Description

(Approved by the Executive Committee effective February 19, 2021)

The Organizing, Membership Engagement and Communications Coordinator is responsible for coordinating MUNFA's membership engagement, communications, and advocacy initiatives. The OMECC works in a team environment to meet the mandate of MUNFA, reports to the President, and has the following roles and responsibilities:

MUNFA Membership:

1. Reviews, updates, and maintains MUNFA's membership list(s), including those provide by Human Resources.
2. Maintains a list of retired MUNFA members which includes: sending application information to newly retired members, sending yearly renewals to existing retired members, collecting yearly dues and sending copies of Information Bulletins to all retired members.
3. Provides CAUT with updated list of MUNFA Members to receive CAUT Bulletin (September and January each year).
4. Receives and files faculty advertisements. Coordinates with MUNFA labour relations staff to ensure all Search Committees schedule candidate meetings.
5. Receives and files Academic Staff Members' appointment letters.
6. Prepares letters and information packages for newly hired ASMs.
7. Receives and files all membership documents from Human Resources.

Communications:

8. Supports the functions of the Communications Committee including scheduling meetings and preparing and distributing minutes.
9. Coordinates, with the MUNFA Staff and Communications Committee, the development and implementation of MUNFA's Communication Strategy.
10. Maintains and updates the MUNFA website, social media accounts, and listserv(s). Ensures updated information about MUNFA committees, campaigns, and other union-related news is available to members.
11. Works with the Executive Committee, Communications Committee, and other MUNFA Staff to develop communication strategies regarding emerging issues.
12. Works with MUNFA Committees to ensure the dissemination of their work to members and external stakeholders as needed.

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13. Drafts and/or manages the drafting of media releases, newsletters, op-eds, internal communications, and community outreach materials as needed.
14. Distributes MUNFA Information Bulletins. Drafts Information Bulletins as directed by the Executive.
15. Responsible for daily media monitoring of local, provincial, and national news sources for relevant articles of interest to the union (e.g., labour relations issues, university budget cuts) or articles that put a spotlight on members' achievements inside and outside of the university.

Organizing and Advocacy:

16. Coordinates, with the MUNFA Staff and Communications Committee, membership engagement initiatives such as: social, academic, educational, and political events; MUNFA Liaisons; and ad-hoc working groups of the Executive on political/advocacy initiatives.
17. Coordinates, with the Executive Committee and other MUNFA representatives, MUNFA government relations, advocacy initiatives, and CAUT campaigns.
18. Maintain channels of communication with coalition partners and other groups with parallel interests in relevant labour relations issues.
19. Works with members of the Campus Coalition to schedule meetings; provides support for MUNFA involvement in the Campus Coalition.
20. Coordinate the design, implementation, and data analysis of surveys and other data collection methods.
21. Supports the development and implementation of new opportunities to engage/organize MUNFA members.

Collective Bargaining

22. Provide support to the Proposals Committee as necessary.
23. Coordinates with the Communications Committee, Proposals Committee, and Negotiating Committee an organizing strategy to support collective bargaining.
24. Provide support, alongside the Administrative Officer, to the Job Action Committee as required.

Other Duties:

25. Coordinate the scheduling of MUNFA Occupational Health & Safety Working Group meetings, attend meetings, take and edit notes for the working group and office reference; prepare and distribute background materials for working group.
26. In the absence of the Labour Relations Officer, coordinates the scheduling of MUNFA Benefits Committee and Pensions Committee meetings, attend meetings, take and edit notes for committee and office reference; prepare and distribute background materials for the MUNFA Benefits Committee; attend the University-Wide Benefits meetings as an observer and take notes for the Committee and MUNFA office reference.

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27. Schedule and attend the MUNFA Scholarship Committee meetings, and help coordinate efforts to increase scholarship donations.
28. Performs the duties of the Administrative Officer, in the absence of the Administrative Officer, under the direction of the Executive. This includes support for the Executive Committee including the preparation of the agenda and all necessary papers for Executive meetings. Attend Executive Committee meetings and records the minutes of these meetings. Answers and re-directs phone calls as appropriate. Monitor the MUNFA email address and re-direct emails as appropriate. Maintain a log of incoming mail. Performs clerical duties as required (IBs, letters, spreadsheets, correspondence, photocopying, etc). Prepare cheques as required.
29. Coordinate and manage travel arrangements as required.
30. Other duties as required.