



Senior FPDS Officer (Advocacy and Communications Strategist)

This is an exciting opportunity to work with the dynamic results-oriented Foreign Policy and Diplomacy Service (FPDS) team at the Canadian Consulate General in New York to promote, advance and strengthen Canada-U.S. bilateral economic and security interests within its 5-state territory (New York, New Jersey, Connecticut, Pennsylvania and Delaware). Our employees benefit from working in a leading-edge foreign, trade and development ministry that is both innovative and accountable. We put a premium on learning and make sure our workforce has the skills required to succeed.

Position Title: Senior FPDS Officer (Advocacy and Communications Strategist)

Section: Foreign Policy and Diplomatic Service Section

Location: Consulate General of Canada in New York

Position no: Ext 301176

Level: LE-O2, Step 1

Starting salary: USD \$ 114,083 (plus benefits)

Competition no: 2021-01

Date posted: 16 April, 2021

Closing date: 01 May, 2021

Employment Tenure: This position has a specified period of employment of two (2) years, with the possibility of a term extension or a change in status to indeterminate based on operational needs. This competitive staffing process may be used to create an eligibility list of qualified candidates for this position with various tenures, including indeterminate, term, assignment/transfer, and/or acting opportunities at the Consulate General of Canada in New York, which might arise in the 12 months following the completion of this competition.

Open to:

- Persons living in the Tri State area of New York, NJ and CT
- Employees of any Canadian Mission in the U.S.
- Spouses and dependents of Canada-based staff at the Consulate General of Canada or the Permanent Mission of Canada to the United Nations in New York.

Note: Relocation will not be paid in any circumstance.

All applicants must:

- Meet all of the essential qualifications stated below.
- Have independent work authorization in the U.S. and status in accordance with U.S. protocol directives for foreign missions.
- Reside in the United States.
- Submit your resume and a one-page cover letter by the closing date. The cover letter must:
 - ✓ Specify, using concrete examples, how you meet the essential requirements for this position.
 - ✓ Confirm residency in the United States;
 - ✓ Confirm independent work authorization in the United States. (US Citizen, U.S Legal Permanent Resident (LPR), or specific visa categories (e.g. dependents of Diplomatic and Official Visas holders)) as required by the Department of State for employment in a foreign mission.

Condition of employment (must be met):

- Eligibility for a Government of Canada Reliability Status which includes a criminal and credit background check; and
- Independent work authorization in the U.S. and status in accordance with the US protocol directives for foreign missions.

Summary of Duties

Reporting to the Head, Advocacy and Communications, the Sr. FPDS Officer (Advocacy and Communications Strategist) is responsible for developing and executing public communications advocacy campaigns on political, social and/or economic issues, including conducting analysis and providing strategic advice to management. The position is also responsible for preparing advocacy products and strategic communications materials (speeches, press releases, key messages, social media) for outreach and events; and generating media interest in stories, preparing op-eds, and interviews that will advance CNGNY's priority files (finance/investment/innovation, border security and economic competitiveness, and energy & the environment) and enhance Canada's profile in CNGNY territory. The position is also responsible for collaborating with staff members who carry out research and social media functions.

ESSENTIAL QUALIFICATIONS:

Candidates must demonstrate clearly how they meet the Language, Education and Experience requirements listed below: Please be specific and provide examples for each of the qualifications.

Language Requirement:

A high degree of fluency in written and oral English is required.

Education:

Bachelor's degree from an accredited college or university in a field related to the duties required by the position (such as Social Sciences, Communications, Public Policy) or a degree from a recognised university and a minimum of 10 years of relevant work experience.

Experience:

1. Minimum of 5-7 years' recent experience working in government relations, communications or in an advocacy oriented sector.
2. Significant recent experience in developing, planning and executing advocacy campaigns on a wide range of topics and using a full range of tools.
3. Significant recent experience in drafting public communications products, including speeches, press releases and social media material.
4. Significant recent experience in building relationships with clients, stakeholders and influencers, and in obtaining, preparing, and conducting meetings with key policy and public affairs experts and leaders.
5. Significant recent experience in project planning and management.
6. Experience in an office environment with working knowledge of Word, PowerPoint, Outlook, Excel, internet research and databases.

**Recent experience is defined as within the last 7 years.*

***Significant experience is defined as 5-7 years*

RATED REQUIREMENTS:

Candidates who meet the Language, Education and Experience requirements will be assessed on the following qualifications. The assessment may include a written test, an interview, and/or reference checks.

Experience:

1. Experience in developing and executing advocacy campaigns on political, social and/or economic issues, including conducting analysis and providing strategic advice to management;
2. Experience in developing strategic communications materials (speeches, press release(s), key messages, social media, website content) for outreach and events;
3. Experience working in an innovative manner with individuals or groups to facilitate partnerships and cross-sector initiatives;
4. Experience in project management (including strategic planning, tracking/reporting results and budget management); and
5. Experience in identifying, building and maintaining networks of key contacts, including with members of press corps; and
6. Experience working with a diverse client base, including racialized communities while applying an intersectional lens to initiatives, with a view to advancing diversity, equity and inclusion.

Knowledge:

1. Knowledge of the factors that influence policy in the United States generally and in the lower Northeast region in particular, and how they may have an impact on Canadian foreign policy and economic interests;
2. Knowledge of the political and economic structures and trends in the Northeast, the United States and Canada ; and
3. Knowledge of North American relations, in particular in the areas of energy, security and/or economic competitiveness.

Abilities:

1. Ability to communicate ideas effectively in English orally and in writing, in a way that is tailored to the audience to have a maximum impact as well as ensure understanding;
2. Ability to analyse and provide strategic advice;
3. Ability to manage multiple priorities with tight deadlines;
4. Ability to network and maintain a network of clients and influencers;
5. Ability to work independently in a proactive manner and accountable manner;
6. Ability to work effectively in a team; and
7. Ability to use social media tools for promotion and/or to generate new business opportunities.

Personal Suitability:

1. Adaptability and flexibility;
2. Interpersonal relations;
3. Client Focus;
4. Sound judgement; and
5. Integrity

Asset Qualifications:

- Fluency in written and oral French.
- Experience using video editing and publishing software

Hours of work:

Normal hours of work for this position are in accordance with the Locally Engaged Staff (LES) regulations of 37.5 hours per week. The successful candidate must be willing to work evenings and overtime, if required

Selection procedure:

All applications will be carefully reviewed against the essential qualifications. **Please note that failure to meet any of the essential qualifications eliminates candidates from further consideration in the competition.** Only those applicants who fully meet all the essential qualifications will be contacted for further assessment, including: a personal interview with a series of questions designed to evaluate each applicant's knowledge, abilities, competencies and personal suitability for the position. In addition, tests may be conducted to assist the selection board in assessing the applicant's knowledge, abilities, personal suitability and language ability. Reference verifications may also be carried out. All communication relating to this process, including email correspondence may be used in the assessment of qualifications.

Our Organization:

Our organization offers an inclusive workplace where respect, teamwork, and collaboration are part of our culture.

Canada's missions abroad are committed to promoting and supporting an environment free from harassment and discrimination, as well as encouraging and supporting employees to learn and develop their skills and competencies.

Canada's strength is diversity and has played a key role in Canada's history and development. Because of this, the Consulate General of Canada in New York values diversity, equity and inclusion in our workforce and strongly encourage applications from Black, Indigenous and People of Colour.

We offer a competitive salary, generous leave, 12 weeks of paid parental leave and a strong benefits package to include medical, dental, long term disability, and a retirement savings plan to name a few.

Method of application:

All applicants should **apply by May 1, 2021 (5PM EST)** via <https://www.wfca-tpce.com/vacancyView.php?requirementId=4452&source=PO>. In completing their applications, candidates will confirm that they meet all the essential requirements and relate their work experience to the position description. Hard copy applications will not be accepted.

Candidates are required to upload a cover letter and CV in English or French. Applications which do not include the requested documents or information in the CV or cover letter will be rejected. Any additional information must be included as part of these two attachments.

If you need reasonable accommodations to apply for the position or candidates who are unable to submit their application due to technical difficulties should email: CNGNYPRMNYHR@international.gc.ca prior to the closing date. Failure to do so will result in the application being rejected.

Important Notes:

- Please do not use a tablet or cell phone to submit your application, as mobile browsers are not supported by our on-line portal. Candidates should only apply using a laptop or desktop computer.

- Only applications submitted in one of the official languages of Canada will be accepted (English or French). Candidates are entitled to participate in the recruitment process in the official language of their choice and to indicate their preferred official language in their application.
- Communication for this process will be sent via email. It is the responsibility of the candidates to ensure accurate contact information is provided and updated as required.
- Candidates who apply to this vacancy should include an email address that accepts email from unknown users and regularly check their email, including spam folder.