

Communications Intern

Detailed Job Description

JOB TITLE: Communications Intern

JOB PURPOSE: To assist in website updates, developing and designing print and videography.

POSITION SUMMARY: The position reports directly to the Director of Communications and Development.

LOCATION: 3325-C Pembina Highway, Winnipeg, MB R3V 0A2

REMUNERATION: \$ 10.50 - \$ 13.00/hr based on a 37.5 hrs work week

TERM: May 3rd to August 27th, 2010

CLOSING DATE: March 12th, 2010

PLEASE SUBMIT RESUME AND COVER LETTER TO: resume@casa-acsa.ca

ORGANIZATIONAL CONTEXT:

Environment:

Established in 1995, the Canadian Agricultural Safety Association is the only formal national association focussed on agricultural workplace health and safety. CASA allows individuals, organizations, and academia to work together toward a common goal to eliminate workplace injuries and disease. CASA works in concert with over 600 contacts across Canada. CASA's funding through Agriculture and Agri-Food Canada's Growing Forward initiative is matched by third party in-kind support and cash.

The current staff complement is an Executive Director, an Administrative Assistant, the Director of Communications and Development, the Project Manager of the CASHP granting program and a Communications and Education Officer. In addition, CASA has a part-time bookkeeper and retains as many as three consultants to manage projects. CASA also accesses translation services on a regular basis. The office is located in St. Norbert, Manitoba.

CASA has no policies regarding Employment Equity or seniority.

Key Contacts:

Internally, the Communications Intern works closely with the Director of Communications and Development and the Communications and Education Officer. There is continual contact with CASA staff colleagues to coordinate projects and exchange information.

The position holder, under the supervision of the Director of Communications and Development, establishes and maintains networks with key stakeholders including CASA members, safety professionals, industry associations, government agencies and media organizations.

Teams/Committees:

The Intern will be required to provide support for the Canadian Agricultural Safety Association communications activities. The Intern will also support the Canadian Agricultural Safety Week project, the Canadian Injury Agricultural Reporting program, the Progressive Agriculture Safety Days™ in Canada and such other communications projects as assigned.

NATURE AND SCOPE OF POSITION

Work performed

The communications Intern is responsible for maintaining and updating 3 websites, compiling press clipping for the weekly communiqué, assisting in the creation of the newsletter under the direction of the Director of Communications and Development.

The position holder will coordinate the timely production of agricultural safety print and electronic publications and promotional materials.

The position holder monitors media databases for accuracy and content and collates material into a database.

Challenges/Problem Solving

Major challenges are:

- On a daily basis, determining priorities and processes.
- On a continual basis, monitor and maintain awareness of the effectiveness of communication strategies.
- A further challenge is the need to work with technical information and to be capable to presenting it in a user friendly manner.

Decision Making

Decisions are made in consultation with the Director of Communications and Development. The position has a significant degree of autonomy in terms of day to day planning.

KEY ACCOUNTABILITES

1. Updating and populating the Canadian Agricultural Safety Association website, the Canadian portal of the Progressive Agriculture Safety Days™ website and the Canadian Agricultural Injury Reporting website.
2. Compiles media clippings and safety events for distribution in a weekly CASA communiqué.
3. Prepares major communication products such as articles, newsletters, reports, educational and promotional materials.

KNOWLEDGE, SKILLS AND EXPERIENCE NECESSARY

Knowledge

- Excellent proficiency in English and French (oral and written)
- Demonstrated appreciation of agricultural culture and practice
- Ability to work and communicate effectively with a variety of people, including safety volunteers, farmers, media, etc.

Skills

- Technical writing/editing
- High level oral and written communication
- Ability to relate to varied audiences (farmers and academics)
- Strong desk-top publishing and word processing skills
- Ability to maintain concentration as work is subject to frequent interruptions

Experience

- Enrolled in or completed communications diploma
- Although not essential, experience with agriculture would be an advantage
- Although not essential, knowledge of Occupational Health and Safety practices would be an advantage

Formal Qualifications

- High School diploma