



Railway Association  
of Canada

Association des chemins  
de fer du Canada

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The Railway Association of Canada (RAC) is the national industry association representing more than 50 freight and passenger railway companies and approximately 60 associate member suppliers and partners. RAC's mission is to advocate on behalf of its members to ensure that the rail sector remains globally competitive, sustainable, and most importantly, safe.

The Railway Association of Canada (RAC) is looking to fill the position of **Manager/Director, Communications**.

Location:	Headquarters - Ottawa
Start date:	Immediate
Compensation:	Commensurate with knowledge and experience; plus benefits package
Reporting to:	Senior Director, Policy and Public Affairs

Interested and qualified candidates are invited to submit their resume in confidence by June 19, 2019 to [skazaka@railcan.ca](mailto:skazaka@railcan.ca) with a covering letter describing their interest and suitability for the position.

The Railway Association of Canada welcomes and encourages applications from people with disabilities. Accommodations are available on request for candidates taking part in all aspects of the selection process.

We thank applicants for their interest, however, only those advancing in the process will be contacted.

**THE RAILWAY ASSOCIATION OF CANADA**  
**POSITION GUIDE**

***MANAGER/DIRECTOR, COMMUNICATIONS***

**PURPOSE/ OBJECTIVE**

The primary objective of this position is to implement and execute a range of communication and marketing initiatives in support of the Railway Association of Canada's (RAC) advocacy and communications goals.

**KEY ACCOUNTABILITIES**

1. Manage RAC communications internally, with members and external stakeholders. This includes informing RAC staff, members and the public about the association's efforts, initiatives and more.
2. Direct RAC media relations. This includes monitoring ongoing media coverage, receiving requests, informing senior management and appropriate member-company contacts, and coordinating and carrying out communication strategies.
3. Produce and disseminate/submit RAC news, articles and other advocacy materials for media and other policy-oriented stakeholders. This includes news releases, association statements, letters to the editor and magazine/newspaper articles. Responsibilities include, but are not limited to, writing, editing, proofreading and submitting content.
4. Oversee and direct RAC social media accounts (Twitter, Facebook, LinkedIn, YouTube and Flickr accounts). This includes guiding strategy, maintaining and updating accounts, generating and posting content, and utilize performance metrics/analytics to review and position RAC social messaging.
5. Develop, coordinate and implement an annual media relations program to improve awareness and public understanding of the railway industry.
6. Lead RAC advertising campaigns and advocacy initiatives. This includes processing directions from senior management via committees, and working collaboratively with agencies, consultants and vendors.
7. Prepare written or other material for delivery to appropriate target audiences, e.g., press releases, videos, publications and brochures, speeches; act as spokesperson for the RAC;
8. Administer RAC website. This includes generating content, updating copy, posting materials (text, files, images, etc.) and measuring website performance.
9. Project-manage the design and delivery of RAC publications (Rail Trends, Locomotive Emissions Monitoring Report, etc.) and vehicles (RAC Daily Newsletter), including coordination with the publisher. This includes directing the distribution of content to members.
10. Coordinate and develop RAC print/digital advocacy materials. This includes infographics, maps and membership directories.

11. Assist with RAC's national policy coalition activities, including but not limited to Operation Lifesaver and the RAC-FCM Proximity Initiative.

12. Contribute other writing or communication assignments, public relations projects as required.

### **STATUS AND SCOPE**

The incumbent reports to Senior Director, Policy and Public Affairs. Most of the work will require discretion and appreciation of the nuance of relationships between the media, the public, the railways and other stakeholders.

### **AUTHORITY**

The incumbent makes decisions and recommendations governed by general policy and as directed by the President and CEO and Senior Management.

### **INTERNAL AND EXTERNAL RELATIONS**

Acts as focal point of communications for various internal offices (i.e. Association and Members) and external organizations; determines the nature and scope of their requests in order to provide the appropriate information in a timely manner.

Communicates decisions, developments and actions to senior management as directed.

Establishes a network of contacts and strong linkages with external service providers to ensure the effective delivery of communications.

### **POSITION REQUIREMENTS**

- University degree in an appropriate journalism, communications, business/public policy program or related discipline;
- Minimum of ten years' work experience (including media relations experience) in progressively responsible public communications positions. Experience in member-based organizations or political/government relations sector would be an asset;
- Proficiency in current communications technologies and practices;
- Excellent writing and speaking skills, strong communication and interpersonal skills, organized, deadline-oriented, creative and the ability to work as a team;
- Proven ability to design and project manage communications strategies and campaigns to support effective advocacy/marketing efforts;
- Proficiency (oral and written) in both official languages.

**WORKING CONDITIONS**

- Headquarters: Ottawa
- Office environment
- Travel may be required
- Significant time pressures
- High sensory attention and stressful situations