

Position Title: Communications Associate (14-month Term)
Reports To: Executive Director
Union Affiliation: UNIFOR Local 191

1. Position Summary

Reporting to the Executive Director, under the guidance and leadership of the Communications Officer, the Communications Associate works as part of MAHCP's Communications team to develop and execute an overarching and modernized organizational communications strategy.

The Associate supports the development and deployment of a wide variety of digital and print products, leveraging design applications, marketing automation tools, and social media and website management software. The incumbent will write, design and deploy both internal communications (directed to MAHCP staff and members) and external communications (directed to public audiences to bring attention to the union's membership and the services they provide), in collaboration with and under of the guidance of MAHCP's communications team.

2. Key Responsibilities

Working within the union's communications strategy, alongside the MAHCP Communications Officer, and in collaboration with a highly skilled, diverse team, the successful candidate will support union communications through the lens of delivering excellent service to members and designing effective campaigns to increase awareness of union activities.

The incumbent will assist with the development and deployment of compelling, effective, timely and accurate traditional and digital communications strategies for internal and external audiences, which may include members, staff, potential members, media, government, professional associations and regulatory bodies, fellow unions, healthcare decision-makers, educational leaders and students in healthcare programs, as well as Manitobans accessing healthcare services.

Duties include:

- Developing and deploying effective messaging and tools for MAHCP audiences via email, website, social media, and print.
- Developing MAHCP's online / social media presence by writing and creating engaging digital content (including video) for the MAHCP website, members' portal, and social media as per the content calendar, and leveraging digital applications, including marketing automation, website publishing, design, and video production software.
- Accountable for collecting, analyzing, and reporting on available performance data.
- Supporting staff, union council, and members in executing on special projects (public marketing/advertising campaigns, member training, special events, conventions, strikes and votes).

- Supporting media and government relations strategies (i.e., research; writing backgrounders, key messages, pitches, media releases; designing leave-behinds.)
- Reviewing / editing layout and copy for accuracy and brand consistency.
- Capturing / editing photos and video.
- Promoting MAHCP programs and events.
- Other duties as assigned.

3. Qualifications

- Diploma in Creative Communications or other relevant field, or equivalent combination of education and experience.
- 2-3 years of experience in communications, public relations, or member engagement, or demonstrated successful experience in a related field or membership-driven association.
- Experience with a range of traditional communication channels, tools, and applications, including marketing automation, design, and video production software (ie, MailChimp, WordPress, Canva, Adobe Suite, SurveyMonkey, Cognito Forms, Microsoft Suite).
- Strong writing, proofreading, and communication planning skills.
- Strong eye for design.
- Strong interpersonal skills and work habits which will bring energy, enthusiasm, creativity and initiative to a small team responding to diverse workplace challenges.
- Experience in a union, non-profit organization, or political environment is an asset.
- Experience in healthcare communications is an asset.

4. Working Conditions

- Typical work week as agreed to in the UNIFOR Collective Agreement.
- Schedule flexibility to accommodate meetings and deliverables.
- Travel or driving may be required.

5. Compensation

As per the UNIFOR 191 Collective Agreement

Please note: This is a 14-month term position.

To Apply:

Please submit your application to the attention of Keely Richmond, Executive Director, via careers@mahcp.ca no later than Friday, February 6, 2026.