



Canadian Alliance of Student Associations Position Profile:  
*Government and Stakeholder Relations Officer*

Position:	Government and Stakeholder Relations Officer
Reporting to:	Executive Director
Organization Status:	Full-time, under contract
Compensation:	\$50,000.00 (37.5-44 hours) + Benefits (Health, Dental and RRSP matching)
Posted:	July 18th, 2022
Closing:	July 29th, 2022
Applications must include:	Cover letter, resume, writing sample (max 3 pages)
Submit application to:	<a href="mailto:hiring@casa.ca">hiring@casa.ca</a>

### **Who We Are**

The Canadian Alliance of Student Associations (CASA) is a not-for-profit organization, composed of 23 student associations representing the interests of 275,000 students to the federal government of Canada. CASA advocates to make textbooks more affordable, reduce student debt, create valuable work opportunities, provide students with mental health support, support student research, and much more. This is all done with the goal of establishing a post-secondary education system in Canada that is accessible, affordable, innovative and of the highest quality.

### **Position Profile**

Reporting to the Executive Director, the Government and Stakeholder Relations Officer is responsible for: CASA's federal and inter-provincial government relations; acting as a lobbyist for CASA; developing and maintaining partnerships with sector stakeholders and CASA's membership; instructing and supporting CASA's membership on effective advocacy techniques; and the preparation of briefs and policy documents relevant to the functioning of CASA and the interests of its membership.

### **Essential Skills and Qualifications:**

- A degree from a college, university, technical institute, or equivalent combination of education and/or work experience



- Strong background or relevant experience in political science, public administration, public relations, communications, and/or the post-secondary education real
- Experience working with government, politicians, and the civil service
- Experience in media relations practices and with various types of media outlets
- Excellent writing and communication skills with experience crafting messages for multiple audiences
- Analytical, and organizational skills; experience researching and developing public policy
- Experience providing strategic advice to supervising officers and colleagues
- Working knowledge and skills using Microsoft Office Software / Mac OS
- Thrives in dynamic team environment and enjoys working closely with others
- Excellent planning and organizational skills; ability to multitask and prioritize
- Time-management skills; with the ability to work effectively under pressure
- Outgoing personality with an emphasis on networking and relationship building
- Cannot have held a position that qualifies the individual as a *Designated Public Office Holder* within the federal government in the past 5 years subject to *The Lobbying Act*

#### **Asset Qualifications:**

- Knowledge of how student governments operate
  - Fluency in both English and French
  - Strong presentation skills, comfortable speaking to large groups
  - Experience in conference organization and facilitation
  - Experience with content management systems (such as Basecamp and Highrise)
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#### **Position Responsibilities**

##### **Government Relations**

- Coordinate CASA's government relations activities at the federal and inter-provincial level while serving as a lobbyist for CASA, working in conjunction with the Executive Director and providing advice on political strategy as required



- Ensure that CASA remains compliant with the federal Lobbying Act
- Develop and maintains key government contacts; maintains communication with Members of Parliament, Senators, political staff, government officials and public servants; keeps government informed of CASA Member's policy positions and advocacy goals; provides feedback on government proposals and direction
- Assist the Executive Director, and member associations, to establish contact and with representatives of government and sector partners
- Work with colleagues to prepare briefing materials and background information for meetings; assists in scheduling and other logistical mechanisms of government and stakeholder meetings for the Executive Director, and others where appropriate
- Maintain awareness of politics at the federal - and when necessary, provincial - level at all times paying special attention to effects on PSE
- Maintain records of CASA's government relations work and meetings with the Office of the Commissioner of Lobbying and within internal databases
- Advance CASA's advocacy goals and provides feedback to government
- Develop public materials in-line with CASA's advocacy goals and policy
- Lead training activities to prepare CASA's members to meet with public officials

### **Public Relations**

- Develop short-term media strategies focused on specific policy changes, CASA campaigns, or government initiatives and promotional materials
- Conduct regular analysis of the effectiveness of CASA's government and media relations practices

### **Committee Support**

- Prepare background documents, briefs, fact sheets, etc. on relevant topical post-secondary education issues for CASA committees as assigned by the Executive Director
- Support CASA's National Advocacy Committee, and its student leader members, organize CASA's in-riding advocacy efforts and campus campaigns
- Assist and advise CASA other committees as assigned by the Executive Director in research activities and policy development



- Assist with scheduling and organization of committees, and supports committee chairs and secretaries with knowledge of meeting procedures

### **External Meetings, Conferences and Relations**

- Represent CASA to the federal government, relevant inter-provincial bodies, working groups, stakeholders, boards, and committees as instructed by the Executive Director
- Liaise with post-secondary education stakeholders, government agencies, CASA members and others in the pursuit of building positive relations, as well as collaborating on research and sharing information on issues in post-secondary education
- Use contact management database to record and share topics and outcomes of meetings, and track follow-up
- Look for opportunities to collaborate with external stakeholder organizations and other groups in the post-secondary field
- Oversee, with the Executive Director, CASA's Annual Advocacy Week
- Support the team in organizing CASA's four annual conferences
- Attend and participate in each of CASA's four annual conferences

### **Additional Responsibilities**

- Occasional travel within Canada is required
- All other duties as required

Interested candidates are asked to submit their resume, cover letter, and short writing sample (1-3 pages) to [hire@casa.ca](mailto:hire@casa.ca). All responses will be handled in the strictest confidence; however, only those who have been selected for an interview will be contacted.

CASA is committed to employment equity and diversity, and encourages applications from all qualified candidates. This includes women, persons with disabilities, members of visible minorities, Indigenous persons, individuals of diverse gender and sexual orientation, and all groups protected by the Human Rights Code. CASA also offers accommodations throughout the recruitment process, as needed. If you have accommodation needs at any stage of the recruitment process, please inform us as soon as possible.