



JOB POSTING

INTERNAL & EXTERNAL JOB POSTING – Director of Campaigns & Political Action DEADLINE TO APPLY – April 1, 2025, 4:00 p.m. EST

The Ontario Federation of Labour (OFL) values the diversity and intersectionality of the people it hires. *At the OFL diversity means fostering a workplace where individuals' differences are recognized, respected, appreciated and responded to in ways that fully develop and utilize each person's talents, strengths, and passion to better the lives of all workers. The OFL prioritizes hiring members from equity deserving groups and recruits, employs, and promotes, regardless of race, colour, gender, gender identity or expression, sexual orientation, disabilities, age or national origin. The OFL is an equal opportunity employer, applicants from equity seeking communities are encouraged to self-identify in their application.*

The Ontario Federation of Labour (OFL) represents 54 unions and one million workers and is Canada's largest provincial labour federation. The OFL is seeking to fill a vacant position of Director of Campaigns and Political Action. The successful candidate will report to the Officers of the OFL through the OFL's General Secretary.

Join a small dynamic, energetic team of elected leaders, social justice advocates and other skilled staff at the OFL.

LOCATION: North York, Toronto
START DATE: April 2025
HOURS OF WORK: Full-time, permanent position
REMUNERATION: \$137,628.40, plus negotiated increases, pension and benefits in accordance with the COPE Local 343 collective agreement.

The qualified candidate must have:

- minimum five years of experience in campaign planning and management on labour, human rights, equity or social justice initiatives, including:
 - strategic planning of campaign goals, strategies and tactics as part of the OFL team;
 - developing campaign materials;
 - facilitating and overseeing the implementation of campaign plans;
 - coordinating logistical and strategic arrangements related to campaigns events;
 - engaging members, allies and community members to take action;
 - facilitating participant-led organizing meetings; and
 - conducting ongoing and post-campaign evaluation.
- demonstrated political acumen and a broad knowledge of provincial and labour politics. In-depth understanding of the labour movement structures and processes is a definite advantage;
- demonstrated skills and experience in both traditional and contemporary engagement processes, from grassroots organizing to digital campaigning, within the labour movement or community organizations. Previous experience working on federal, provincial or local government election campaigns is considered an advantage;
- significant campaigning experience, including developing and executing digital-first, high-impact mass mobilization campaigns. Proficiency with Action Network or other digital campaign tools are an asset;
- excellent written and verbal communication skills, including ability to write in different formats for different audiences. Proven public speaker/advocate experience;
- demonstrated ability to develop activists' skills and to maintain effective working relationships with union and community activists, coalition partners and political allies;

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- organized self-starter, ability to assess and problem-solve issues, streamline and implement work assignments in a fast-paced work environment;
 - MS Office fluency;
 - experience creating and supporting a positive and collaborative work style within a team environment;
 - post-secondary education or the equivalent work experience;
 - demonstrated commitment to social justice, worker's rights and the trade union movement.
 - ability to work weekend and evening hours, as needed; and
 - a driver's license and access to a vehicle.

The successful candidate will provide a variety of functions, including:

- campaigns strategy: develop, coordinate and implement strategic campaigns on progressive public policy, union organizing and other priorities. Execute campaigns using a combination of traditional approaches and digital strategy. Evaluate campaign effectiveness and recommend strategic and tactical improvements;
- digital communications and social media: work with OFL colleagues to strategically use digital and visual communications and social media for targeted outreach to members and supporters;
- liaison: represent the OFL with affiliates, community groups, coalition partners and other labour bodies on matters related to political action and campaigns;
- committee assignments: support OFL standing committees and working groups;
- lead major campaigns on behalf of the OFL – marshalling internal and external organizational resources as needed;
- acting as the primary liaison with Ontario Labour Councils;
- monitoring, communicating news events and the political sphere for opportunities to quickly react;
- act as the liaison for labour disputes, executing the OFL's labour dispute protocol, and promoting stronger participation in strike/ lock out support activities;
- implement strategic plan priorities and meet objectives set by convention and leadership;
- establish strong working relationships with affiliates, community organizations, and political allies, and utilize those relationships to enhance the OFL's initiatives and success;
- organize and execute public OFL events, including seminars, conferences such as at our biennial convention; and
- special projects and other duties as assigned.

To be considered for the opportunity, please send a cover letter indicating the position you are applying for in the subject line: "Director, Campaigns and Political Action" and a detailed resumé to OFL General Secretary, Rob Halpin at careers@ofl.ca by **April 1, 2025, at 4:00 PM.**

Only successful applicants will be contacted.

DATE POSTED: March 5, 2025
REMOVAL DATE: April 1, 2025, at 4:00 PM ET



Rob Halpin
General Secretary