

Quebecois Bilingual Communications Specialist & Translator

The **Air Line Pilots Association, International (ALPA)**, the largest airline pilot union in the world and the largest non-governmental aviation safety organization in the world (representing over 80,000 pilots at 42 Canadian and U.S. airlines) seeks an experienced Bilingual Communications Specialist & Translator for our office in Toronto, Ontario, located in Mississauga. The **Bilingual Communications Specialist & Translator** provides strategic and tactical communications support for the Association, International Committees, and Master Executive Councils (MECs) to build effective pilot communications plans and provide professional support in all areas of communications. Day-to-day, they will provide leadership and strategic counsel in helping pilot groups determine the proper development, packaging, placement, and timing of communications that advance Air Canada MEC goals; execute programs and campaigns to support collective bargaining and advocacy priorities for Air Canada as well as other Canadian pilot groups; and, provide tactical communication support in the following areas: media relations, social media strategy and execution, paid digital media strategy and procurement, community/stakeholder relations, and other outreach support.

Overall, they will provide communications counsel, exercise leadership and initiative, influence the decision-making process, and ensure that project benchmarks and deadlines are met. They must exhibit strong Quebecois French and English bilingual, writing, problem-solving, consensus-building, and interpersonal skills to establish credibility with pilot leaders and ALPA's professional staff and be a skilled digital media tactician, able to take complex issues and transform them into clear communications for multiple audiences in Canada and the U.S. They must also have experience with social media (organic and paid), media relations, advertising (digital, outdoor, and print), video, email, and web support.

Success in this role requires advanced Quebecois French, cultural nuance awareness, and the ability to interact with Quebecers through any communications or social media channels. In support of the Air Canada MEC and International Committee objectives, they seek out new methods to deliver pertinent messaging to various audiences and determine which media vehicles will improve communications efficacy; are able to effectively switch styles to write and edit copy for e-mail, video, and social media while coordinating multiple media projects simultaneously; and, anticipate the need for new video and motion graphic messaging across pilot groups. They must also be able to work fluidly with ALPA professional staff to translate a wide range of aviation-specific legal, economic, and safety data and process details into visual narratives for video and graphic content to be used on multiple media channels.

Interested applicants are requested to submit online portfolio link(s) showing previous work.

Travel: 20 - 25%.

ALPA does not use Artificial Intelligence (AI) to screen, assess, or select applicants.

ALPA is an equal opportunity employer that is committed to diversity and inclusion in a safe workplace. We prohibit discrimination, harassment and harmful behaviour of any kind based on race, colour, sex, religion, sexual orientation, national origin, gender identity, caste, disability, genetic information, pregnancy, or other protected characteristics, including Aboriginal peoples and visible minorities, as outlined in federal or provincial laws. We highly value everyone and all are encouraged to apply, including minorities, veterans, and people with disabilities.

This position is covered by a collective bargaining agreement.

Minimum Requirements:

- Bachelor's degree in relevant area, e.g., Communications, English, Journalism, Marketing, Public Relations, or related field, from an accredited college or university is required, master's degree or completion of post-graduate courses preferred; or, the equivalent combination of education and practical experience.
- Three (3) years of experience in a communications role at ALPA or in an equivalent advocacy and/or communications position elsewhere required, five (5) or more strongly preferred. Aviation and/or labour union experience and/or knowledge strongly preferred.
- Must be a self-starter with professional maturity and sound judgment, capable of independent decision-making.
- Full professional or bilingual fluency for oral and written communications in French and English required; and, the ability to write and translate oral and written communications from French to English and English to French is required.
- Échelle québécoise translation certification, or the equivalent, preferred but not required.
- Excellent interpersonal and communication skills, oral and written, for effective interaction with internal staff, external contacts, and pilots and attention to detail when reviewing and editing written materials.
- Must possess exceptional time management skills; be able to work independently in a fast-paced, multi-tasking environment; and, transition easily between projects with a positive attitude.
- Ability to effectively interpret and disseminate complex information about aviation safety and security, labour contracts and collective bargaining, and communicate for public understanding strongly preferred.
- Possesses the professional demeanor necessary to address issues of the most complex nature, to establish credibility in often-contentious circumstances, and to positively affect members, the media, and other audiences.
- Experience planning and implementing effective social media and PR/education campaigns.
- Strong track record in developing, executing, and evolving comprehensive and proactive communications plans, as well as specific programs and campaigns a definite plus.
- Able to develop and execute multi-media strategies that build awareness and support for key pilot group initiatives.
- Knowledge of ALPA policies, processes, structure, and strategic plans strongly preferred.
- Knowledge of desktop publishing, presentation, design, and web content management preferred, with a willingness to learn new software applications to enhance effectiveness.
- Software: Microsoft Word, Excel, PowerPoint; basic videography, audio, and video editing required; Adobe Photoshop, Premiere, Illustrator, and InDesign; Vyond desirable. Sitecore, Evoq, and/or HTML a plus.

Physical Demands:

Note: The physical demands described herein are characteristic of those that must be met to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals to perform the essential physical activities of this position described below.

Constantly operates a computer/smartphone/tablet. Vision, corrected or uncorrected, must be acute and discriminating. Regularly required to maintain a stationary position, move about the office and the local metropolitan area, determine what others have said or written, and converse with others and exchange accurate information.

Regularly required to sit, stand, bend, reach, and move about the office and travel (locally, nationally, and internationally). Also includes occasional bending, stooping, squatting, and/or pushing and pulling or moving, e.g., to pack, unpack, and/or move cases.

Occasionally required to move, raise, reach, and/or retrieve binders, books, boxes, and files up to ten (10) pounds (lbs.). While on travel, could be responsible to move, raise, reach, and/or retrieve luggage weighing as much as 50 lbs. (Assistance may not always be available.)

Please apply online at <https://jobs-alpa.icims.com/jobs/1609/bilingual-communications-specialist-%26-translator/job>

ALPA offers competitive salaries with enhanced benefits, including:

- Non-elective employer contributions of 14% made to individual RRSP account after 180 days of employment.
- 15 days paid vacation and 13 holidays per year plus 2 volunteer days per year;
- Generous sick and bereavement leave;
- Company-paid premiums for family supplemental health care (supplemental medical, dental, prescription, and vision for employee, spouse, and dependent children), life insurance, critical illness coverage, and long-term disability insurance;
- Education Assistance Program that reimburses 100% of eligible expenses; and,
- Partial remote work opportunities are available after six months of service.

PROJECTED ANNUAL SALARY RANGE: CAD \$ 111,620.00 - CAD \$ 159,457.00

Relocation not provided.