

CHIEF OF EXTERNAL RELATIONS

CANIMUN 2018 - POSITION DESCRIPTION

APPLICATION DEADLINE: MARCH 31, 2017 (23:59 EST)

Applications may be processed on a rolling basis



United Nations Association in Canada
Association canadienne pour les Nations Unies

OVERVIEW OF UNA-CANADA AND CANIMUN

The United Nations Association in Canada (UNA-Canada) is an historic, national charitable organization that engages citizens and decision makers at every level of Canadians society. Its mission is to educate and engage Canadians in the work of the UN and the critical international issues that affect us all. With 20 vibrant branches across the country and a wide variety of innovative programmes, UNA-Canada touch over 80 communities and reach over two million Canadian every year. UNA-Canada is committed to growing global citizens who are devoted to create a better community and become involved in public diplomacy and global affairs.

The Canadian International Model United Nations (CANIMUN) is one of Canada's prime bilingual experiential educational programs that grow global citizens and empowers youth internationally. Using a teaching-based approach, our (volunteer) conference staff guides participating delegates through a substantive United Nations simulation. Over the course of four days, students will engage in multilateral diplomacy, debate, collaboration, and resolution-writing. Moreover, CANIMUN offers networking opportunities, embassy visits, diplomatic briefings, and high levels panels to enhance this unique educational and professional opportunity.

CANIMUN 2018: CELEBRATING 15 YEARS

CANIMUN sets itself apart from other conferences on the Model UN circuit by its ambition to be the most realistic simulation of United Nations activities. In addition, CANIMUN takes advantage of its Ottawa location by offering unique programming such as embassy visits, tours of the Parliament of Canada and the Supreme Court, and presentations by diplomatic officials. Since its inception in 2003, CANIMUN has brought thousands of bright, motivated young people together to discuss and debate some of the world's most pressing issues.

For 2018, CANIMUN is working on an ambitious growth and renewal plan. Having hosted up to 800 delegates in past years, CANIMUN undoubtedly has the ability to bring hundreds of students from across the world to Ottawa to participate in an exceptional learning opportunity. CANIMUN 2018 will also be the conference's 15th anniversary, marking a decade and a half of excellence. Furthermore, Canada's recent recognition as the world's top travel destination will make this a exciting and unique time for delegates from around the world to visit our nation's capital.

Not only is CANIMUN 2018 aiming to dramatically increase its size, but it will also broaden its scope, recruiting from post-secondary institutions across Canada and around the world. By renewing its approach with a new, progressive and ambitious vision, CANIMUN will continue to strive towards excellence. CANIMUN is looking for a team of devoted, hard-working individuals to make this vision a reality, and invites you to join this exciting and rewarding journey.





THE SECRETARIAT

If you have Model UN experience and are prepared to dedicate yourself to making CANIMUN 2018 a remarkable conference, we may have the position for you! The CANIMUN 2018 Secretariat will be responsible for the planning and execution of the 15th iteration of the UNA-Canada's flagship Model UN conference, held annually in February or March. Being part of the Secretariat is a tremendous opportunity for learning and skills development and we encourage undergraduate, graduate and/or young professionals from across Canada to apply.

All Secretariat positions are unpaid and require a commitment of up to 15 hours per week (varies by season, position and workload) during the time frame prior to the conference, a full time commitment during the conference itself (February or March 2018), and a commitment of few hours after the conference for a final executive meeting and other concluding tasks.

Please note that only those candidates who are short-listed will be contacted and invited to continue in the selection process. Nevertheless, all applicants will automatically be considered further in the hiring stage of general and committee staff positions (Director, Chair, Rapporteur, Crisis Staff).

CHIEF OF EXTERNAL RELATIONS

The Chief of External Relations (CoER) acts as the liaison between stakeholders, embassies, media, guests, and CANIMUN. The CoER is primarily responsible for fundraising, marketing and working with outside parties.

KEY RESPONSIBILITIES

- Manage the marketing and promotion campaign of the conference (website, social media, media, and print);
- Communicate with stakeholders ensuring that they have a rewarding experience at the conference;
- Organize and participate in outreach initiatives as a mechanism to promote the conference in Canada and overseas;
- Work closely with the National Development Manager of UNA-Canada to identify and secure financial support for the conference by implementing an effective fundraising and sponsorship campaign in the months leading up to the conference;
- Create, design and distribute CANIMUN Sponsorship Packages to the list of prospective sponsors;
- Attend meetings with multi-stakeholders and obtain in-kind sponsorships for the conference;
- Implement effective stewardship opportunities for donors and sponsors prior to, during, and after the conference;
- Coordinate marketing and promotion opportunities for corporate donors in CANIMUN's print and web materials;
- Coordinate the Embassy Visit Programme and Diplomatic Briefing Series;
- Assist in the maintenance of the CANIMUN website.

Please note that Secretariat duties are flexible and responsibilities may change throughout the planning process.

GENERAL SECRETARIAT REQUIREMENTS

- Completed or currently pursuing a post-secondary degree (eg. BA, B.Ed., BSc., B.Soc.Sc., DEC, JD, MA, MPP, MBA, etc);
- Demonstrated interest in the United Nations, global governance, and international relations;
- Strong leadership, communication, and interpersonal skills; and
- Demonstrated ability to work independently and collaboratively.

ADDITIONAL REQUIREMENTS

- Previous Model UN experience (either as a delegate and/or staff). Past experience as Staff/Secretariat Member is considered an asset;
- Exceptional communication and marketing skill sets; and
- Working knowledge on diplomatic and media relationship management.
- Strong negotiation skills; and
- Experience with corporate fundraising, sponsorships, and stewardship.

ASSET QUALIFICATIONS

- Experience with journalism, public relations, governmental relations, or public diplomacy considered a strong asset; and
- Strong working knowledge with social media platforms, website design (WordPress), InDesign, Publisher, and any other relevant marketing/communications software;
- Fluency in both English and French.

OPPORTUNITIES

This position offers an excellent networking and training opportunity. Members of the Secretariat will be able to make contact with UNA-Canada staff, diplomatic officials, UNA-Canada members, academics, and NGOs in the foreign affairs and international relations field.

Please note that Secretariat members do not have to reside in Ottawa. However, preference may be given to local candidates.



Please submit your application (including your cover letter and CV) here: www.canimun.org/apply
Please email applications@canimun.org if you have any questions.

