

MISSISSAUGAS OF SCUGOG ISLAND FIRST NATION

OPEN

JOB ANNOUNCEMENT

Communications Officer Permanent Full Time

POSITION: Communications Officer

POSTING DATE: November 30/2022

ANTICIPATED START DATE: As Soon As Possible

REPORTS TO: Chief and Council

HOURS OF WORK: Monday to Thursday – 8:30 a.m. to 4:30 p.m.; Friday 8:30 a.m. to 1:00 p.m. Occasional evening and/or weekend work and travel may be required to meet operational needs. Additional hours and/or overtime may be required per the Hours of Work and Overtime policies.
The Communications Officer is required to be on site Monday-Friday.

DUTIES:

The Communications Officer shall develop and implement internal and external communication, awareness, and education strategies, including building, maintaining, and enhancing the positive reputation and public awareness of the Mississaugas of Scugog Island First Nation (MSIFN) community and workplace, while informing MSIFN Members, Employees, Businesses, Partners, Agencies and the broader public on the MSIFN's progress, goals and vision. The strategy will target the public at large for support on First Nation issues and further report on the activities and progress on mandates provided for By Council. This position will also analyze communication/engagement needs and develop appropriate promotion and marketing plans, publicize activities and events, and maintain media relations on behalf of the MSIFN Council and Community.

Key Activities

- Collaborate with Council and Management to develop and implement an effective communications strategy based on target audiences.
- Plan, develop, lead, implement and evaluate communications and public education strategies, campaigns, and programs designed to inform MSIFN Members and Community Members, employees and the general public of initiatives and policies of businesses, governments, and other organizations, appropriate for print or electronic media, to support the workplace, community and MSIFN at large
- Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other marketing material that communicates the organization's activities, products and/or services.
- Gather, research, prepare and coordinate for internal and external audiences, brochures, reports, newsletters, media/press advisories & releases, backgrounders reports, briefing notes, bibliographies, speeches, presentations, public service announcements, web site content and other communications materials for approval
- Develop, implement, and maintain a consistent brand/image for all organizational documents, reports, laws, governance documents, newsletters, printing, signage, displays, promotions, advertising, communication, and events
- Develop and organize news conferences, workshops, meetings, ceremonies in consultation with Cultural Coordinator, community engagement sessions, fundraising events, information sessions and other events for education, special publicity events and promotions for internal and external audiences to increase awareness of MSIFNs operations
- Monitor media coverage on First Nation issues and advise the Council on issues that may benefit or impact First Nations

- Assess characteristics of MSIFN programs and/or services in consultation with respective Departments on what should be promoted/communicated and advise on the related communication needs of MSIFN
- Conduct surveys as requested by Council to identify the interests and concerns of key groups served by MSIFN
- Initiate and maintain contact with the media as directed by Council
- Engage, contact, and interact with users on forums via social media sites such as twitter, LinkedIn, Facebook, etc. to promote and create awareness of MSIFN
- Facilitate the update of the MSIFN website/member portal, through consultations with the IT Administrator, Managers, website developers, and related committees
- Manage, update, and enhance the MSIFN website in consultation with Council and It Administrator
- Liaise with Managers towards improving communications within and between their departments
- Vet and submit communications to Council for and approval attending/recording/publishing community events and meetings in addition to Executive Assistant
- Editing video recordings

Administration

- Plan and administer budgets for communications initiatives in consultation with Council and Finance
- Prepare and submit monthly reports
- Coordinate branding efforts with all staff and management and maintain a photo library towards that end
- Maintain communication and budget specific files
- Prepare and distribute internal and external newsletters
- Prepare community updates on monthly distribution basis for review and approval by Council
- Respond to requests for information at direction of Council
- Maintain a list of vendors/consultants for outsourcing of communications requirements such as printing, consulting, supplies, etc.
- Maintain media files specific to department, portfolio, and/or issue
- Maintain a list of media contacts and network (partners/stakeholders)
- Arrange payment for advertising, media monitoring as directed/approved by Council.
- Special projects, assigned tasks and additional regular duties as required by Council

PAY RATE: **\$34.70 - \$39.77/hr. (\$63,154.00/yr-\$72,381.40/yr. based on a 35-hour work week)**

MINIMUM QUALIFICATIONS:

- University Degree in Communications, Journalism, Marketing, Information Management Public or Media Relations
- Minimum three (5) years related experience and ten (10) years total work experience
- Experience working with First Nations or organizations is essential given the nature of the communication material to be produced
- Proven exceptional verbal and written communication skills to diverse audiences on a broad range of topics through a variety of methods and communication mediums
- Demonstrated Facilitation and Public Speaking skills
- Demonstrated reliability, initiative, and ability to be a team player
- Experience with Event Planning and Public Relations
- Ability to analyze problems, recommend and implement solutions
- Excellent inter-personal and relationship building skills and ability to work in a team environment and interact with media personnel, MSIFN Members, the general and culturally diverse public, service providers and dignitaries
- Ability to network and work collaboratively with other staff and MSIFN Members and Community Members, Management, Chief and Council, other First Nations, general public, and other professionals
- Creative and innovative approach to communication design
- Out-going, dynamic, enthusiastic, motivated, tactful, diplomatic personality
- Ability to work independently and under pressure, manage and coordinate several projects simultaneously, effectively manage time, prioritize work, and work flexible hours with minimal supervision
- Demonstrated professional and positive attitude
- Operational knowledge and understanding of issues facing First Nations, locally, regionally, and nationally
- Demonstrated experience in the preparation and delivery (including Social Media) of presentations, marketing materials, promotional items, hand-outs, newsletter articles, professional brochures
- Familiar with and knowledgeable of MSIFN (vision, mission, history, protocol, philosophy, etc.)

- Working knowledge of the use of office machines: fax, photocopier, AV equipment, and projection/slide equipment
- Advanced knowledge of MS office Apps, desktop publishing software, Adobe Acrobat, In Design, Photoshop
- Experience with a web content management system (e.g., WordPress or similar)
- Experience sourcing and editing images (cropping, colour corrections, scaling, sizing)
- Familiarity with the Accessibility for Ontarians with Disabilities Act (AODA) and accessible design methods and techniques
- Proficient with Canva, Vimeo, InShot or other design editing software
- Proficient in product photography and video creation and editing
- Excellent keyboarding skills
- Proposal writing skills and experience
- Ability to translate and present technical language in terms that non-specialists can comprehend
- Superior oral and written communications skills
- Survey preparation, skills, and experience – analyze qualitative and quantitative data
- Able to travel as required
- Valid driver's license and \$1M liability insurance
- CPIC and VSS acceptable to position upon conditional offer
- Knowledge and understanding of Indigenous culture, traditions, teachings, community dynamics
- Knowledge of legislation governing First Nations

Considered an asset:

- APR (Accredited in Public Relations) designation considered an asset
- Project Management certification and/or experience

TO APPLY:

Applications must be submitted online via our website:

www.scugogfirstnation.com

Or through the direct link:

<https://MississaugasScugogIslandFirstNation.scouterecruit.net/jobs/CO1>

Complete an application online and include resume with cover letter.

DEADLINE:

Will remain open till filled

QUESTIONS:

Merridy Curtis, Human Resources Coordinator

Phone: 905-985-3337 Ext. 242

Fax: 289-312-4647

mcurtis@scugogfirstnation.com

Note: Consideration will be given to documented past employment performance, attendance and reliability history for applicants who were previously employed by MSIFN. Applicants must meet the minimum qualifications identified to be considered for an interview. Only those applicants selected for an interview will be contacted.

The MSIFN is committed to employment equity. All qualified candidates are encouraged to apply; however, Aboriginal applicants will be given priority. Qualified candidates who self-identify as "Indigenous" as defined in the MSIFN Recruitment Policy, will be given preferential consideration for any position.

"An Equal Opportunity Employer"