



# PEERLESS TROUT FIRST NATION

## Employment Opportunity

### **Communications Officer PTFN Administration Full-time Permanent Position**

Do you want to work with a passionate, supportive team, that is helping to improve the lives of Peerless Trout First Nation members? Are you interested in working for an organization that offers great benefits and supports your learning and development? If so, this is the opportunity for you!

Reporting to the Executive Director, the Communications Officer is responsible for external and internal communications, media relations, issues management, brand management, social media, event marketing and coordination, and also plays a key role in supporting government, stakeholder, and community engagement activities.

#### **KEY RESPONSIBILITIES:**

##### **1. Internal Communications Support**

- Assist in the preparation, implementation, and evaluation of communications plans to support PTFN's Strategic Plan as well as specific department initiatives.
- Provide advice and guidance to managers and staff on communications strategies, PTFN brand standards (e.g., logos, wordmark, and photographs), and tactics to help them achieve their goals and objectives.
- Design a wide range of communications materials such as flyers, brochures, and social media posts.
- Circulate communications materials door to door and by mail.
- Coordinate external representation at events, trade shows, fairs, and workshops.
- Conduct surveys to determine membership communications and engagement preferences and provide recommendations to the Executive Director.
- Help plan events (Open Houses, Career Fair, Treaty Days), develop communications materials to market events, and promotes events to encourage participation.

##### **2. External Communications Support**

- Advise Executive Director on public and media relations strategies, including preparation of key messages (briefing notes) during emergency situations, and suggested quotes for press releases.
- Organize media relations and public speaking training for key staff, write news releases, facilitate media interviews, act as PTFN key spokesperson, and prepare presentations for public events.
- Support community engagement strategies such as developing and administering surveys with Survey Monkey and assist in the facilitation of official membership voting.
- Organize community meetings and chief and council meetings.
- Liaise with other levels of government (federal, provincial, and municipal) and other stakeholders to ensure the Nation is properly consulted and represented in joint communications materials such as press releases, newsletters, and videos that pertain to the Nation.
- Assist in the writing, design, and production of PTFN public communication materials.
- Hire and oversee external suppliers for marketing collateral, video production, photography, and for website support.

##### **3. Social Media and Website Support**

- Administrator of PTFN social media platforms (Facebook, Twitter/X, Instagram, Snapchat, TikTok, LinkedIn, and YouTube) and ensure these channels are being optimized to support communications goals.
- Create social media posts, shares and edits content created by other employees, monitor user feedback and respond to user, public engagement, and evaluate social media usage.
- Maintain PTFN's website <https://www.ptfn.net/> which includes creating and uploading content, reviewing website navigation and preparing Google Analytic reports on website

usage to ensure our website is being used as an effective communications tool for the Nation and our members.

### **QUALIFICATIONS:**

- Completion of grade 12 with post-secondary coursework in writing, communications, marketing, or public relations;
- Minimum 3 years of related work experience in communications is an asset;
- Excellent writing and editing skills with an ability to distill complex messages into simple, plain language that is easy to understand;
- Strong proficiency and computer experience working with Microsoft Office products including Word and PowerPoint;
- Confident public speaking and presentation skills;
- Strong expense tracking skills with the ability to stay within budget;
- Strong organizational skills with an ability to multi-task, prioritize and meet deadlines;
- Demonstrated high emotional intelligence, strong analytical skills, and integrity with a commitment to team-driven success and leading by example;
- Knowledge of First Nations people, our culture, our history, and traditions;
- Digital skills with a familiarity of: email marketing programs (e.g., MailChimp), social media platforms (Facebook, Instagram, Twitter, Tik Tok, Snapchat), online surveys (Survey Monkey), website content management platforms (WordPress), virtual meeting products (Zoom, Teams, etc.), and online graphic design tools (Canva) is an asset;
- Skills in photography and/or graphic design would be considered strong assets;
- Work experience in government communications, for a First Nations or Indigenous organization is an asset;
- The ability to speak/understand Cree is an asset;
- Ability to work flexible hours occasionally;
- Class 5 License, with a reliable vehicle, and appropriate insurance;
- Ability to provide a clear RCMP police record check and up to date driver's abstract prior to commencing employment.

Please submit a cover letter and resume citing *Communications Officer* in the email subject line via email to: [Hr@ptfn.net](mailto:Hr@ptfn.net)

*We thank all candidates for their interest, however only qualified candidates selected for an interview will be contacted.*

**Deadline: March 20, 2024**