PEERLESS TROUT FIRST NATION
Employment Opportunity
Communications Officer
PTFN Administration
Full-time Permanent Position
Peerless Lake, Alberta

Working together, with community members and leadership we commit to bringing different programs that will promote healthy living and active supports for all people in the communities of Peerless Lake and Trout Lake, known as the Peerless Trout First Nation. Peerless Trout First Nation is located 68 kilometers northeast of Red Earth, Alberta.

Do you want to work with an enthusiastic, supportive team, who is committed to helping to improve the lives of Peerless Trout First Nation members? Do you currently live in a Peerless or Trout Lake community and are interested in working for an organization that offers great benefits and supports your learning and development? If so, this is the opportunity for you!

Mentorship and training will be provided for the right candidate providing they have completed their High School Diploma and are able to demonstrate a passion and a talent for writing and verbal communications.

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. This position also plays a key role in supporting government, stakeholders, 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.
- Consult 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 an effective communications tool for the Nation and our members.

QUALIFICATIONS:

- Completion of a grade 12 Diploma.
- Post-secondary coursework in Communications and/or Marketing is an asset.
- Writing and editing skills with an ability to distill complex messages into simple, plain language that is easy to understand.
- Computer experience working with Microsoft Office products including Word, Excel, and PowerPoint.
- Confident public speaking and presentation skills.

- Expense tracking skills with the ability to stay within budget.
- Strong organizational skills with an ability to multi-task, priority set 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.
- The ability to speak/understand Cree is an asset.
- Ability to work flexible hours occasionally.
- Successful candidate must live within PTFN Communities.
- 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 to: **Hr@ptfn.net.**

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

Deadline: November 27, 2024, at 12:00 pm