

Job Title:	Communications and Marketing Manager
Location:	320 – 1200 W 73 rd Avenue
Level/Salary Range:	\$65,000 - \$75,000 (commensurate on experience)
Travel Required:	Yes, as necessary
Position Type:	Full-time, salaried



FIRST NATIONS
FISHERIES COUNCIL

Job Purpose:

FNFC is seeking an energetic, adaptable, and self-directing person to join our team as the Communications and Marketing Manager reporting to the Executive Director. The Communications and Marketing Manager leads the development and implementation of organizational strategic communications and marketing activities/materials and works closely with all Departments. This position builds and executes organizational marketing and engagement campaigns that attract support for FNFC's programs and policy initiatives. This position develops content for all digital and social media channels and builds meaningful connections/relationships with FNFC staff, First Nation delegates and officials from all three levels of government and the media. This position holds responsibility for all in-person and on-line events (i.e., virtual conferences, live stream broadcasts, webinars etc.). This position lends cross-organizational support in issue management and helps other FNFC team members communicate complex policy and program issues to a broader audience. The Communications and Marketing Manager is the lead person for managing media relationships.

Job Description:

- Proactively build and implement FNFC communications strategies, and associated marketing materials, ensuring proactive planning and messaging
- Prepare Briefing Notes and Communication for distribution to First Nations and First Nations leadership
- Create awareness of FNFC vision and impact internally and externally through development and upkeep of communications materials, messages, and support improving external partners
- Lead the development and enhancement of communications materials such as press releases, reports, publications, website content, etc.
- Oversee the creation of marketing materials including the management of graphic design projects and ensure brand consistency is maintained by all staff and contractors
- Support outreach and external liaison as required
- Manage strategic proactive media outreach, social media strategies and social media presence by the identification of FNFC brand awareness opportunities, maintenance of presence across all relevant social media platforms and monitor all FNFC on-line presence to ensure consistent branding and act quickly to report any challenges/ opportunities
- Keep informed about social media trends, innovations and issues in on-line marketing, changes to social media platforms and advocate for continuous improvements as required
- Manage relationships with media to create future opportunities
- Oversee FNFC's email marketing/donor campaigns for all FNFC programs/policy initiatives
- Identify trends and leverages opportunities within FNFC's mandate through the use of social and digital tools/channels
- Establish activities, timelines, budgets and metrics for all communications and marketing related

responsibilities outlined in the strategic plan

- Manage projects and provide direction to any contractors or term staff
- Maintain confidence and protect operations by keeping information confidential

Skills/Qualifications:

- Post-secondary education in communications, marketing, public relations, or journalism, plus a minimum of five (5) years of relevant working experience OR an equivalent combination of education, knowledge, practical experience, and training
- Thorough knowledge of principles, practices, and techniques relating to communications and marketing
- Exceptional oral and written communication skills, design oversight, presentation skills and editing skills (i.e. web, print, and social media etc.)
- Design skills with the ability to develop creative content (i.e. text, image and video) and ability to update FNFC's website with new content
- Demonstrated experience developing branding, key messaging, and building communications and social media strategies
- Demonstrated experience in issue management and media relations
- Ability to build and maintain beneficial media relationships
- Understanding of current trends in communications and marketing
- Excellent interpersonal and collaboration skills, with ability to interact professionally with a diverse range of partners, including First Nations, government, and non-profit organizations;
- Ability to set priorities effectively and problem solve, including early identification and management of risks, with strong attention to detail
- Ability to oversee consultants and staff and work collaboratively across an organization
- Ability to work effectively, both independently and as a team member, under pressure and meet deadlines
- Working knowledge of BC First Nations relations and environmental issues in British Columbia
- Highly organized with strong attention to detail and commitment to high quality work;
- Advanced skills in use of communications software (i.e. Adobe Creative Suite, Wordpress, Drupal, etc.)
- Proven experience demonstrating tact and diplomacy
- Project management training is an asset or demonstrated ability to manage projects through to completion within budget and timeframes
- Creativity, innovation and resourcefulness is an asset
- Experience in the development of fundraising communications strategy is an asset

Preference will be given to qualified candidates of indigenous ancestry. A full job description is available at www.fnfisheriescouncil.ca. Explore this exciting opportunity by submitting your cover letter and résumé by 4 pm PST June 1st 2021 to: **Katrina Elliot** at katrina.elliott@4cmc.ca.

Thank you for your interest in working with FNFC.