

EMPLOYMENT OPPORTUNITY

POSITION TITLE: Strategic Communications Manager – HEP Special Projects



FIRST NATIONS
FISHERIES COUNCIL

The FNFC is a unique, progressive organization that offers an exciting opportunity to join a small, dedicated team passionate about advocating for the Rights of First Nations in BC, while protecting and enhancing the health of our aquatic resources. Through the *BC First Nations Fisheries Action Plan*, First Nations in BC have mandated the FNFC to support, protect, reconcile, and advance First Nations Rights and common positions through a united front and a united voice. FNFC works to develop the necessary capacity and relationships that enable First Nations in BC to influence the integrated planning and management of fisheries and aquatic resources. Our priorities are to develop effective governance mechanisms, form collaborative relationships among First Nations organizations, and work together to build a coherent process, messaging and a united voice on fisheries and aquatic resource issues.

Position Summary:

The First Nations Fisheries Council is seeking an energetic, organized, hard-working individual to join our organization as Strategic Communications Manager with our Habitat and Environmental Protection (HEP) sector. This position will work to support communications work of the First Nations Water Caucus (FNWC) and associated files. The FNWC is made up of First Nation delegates from major watersheds across British Columbia who discuss and identify shared strategic priorities and interests related to fresh water. FNFC acts as the secretariat for the FNWC to advance the operational and administrative work. A key priority and area of work for the Water Caucus is The Watershed Security Fund (WSF). The FNWC is working in partnership with the Real Estate Foundation of BC (REFBC) to develop and implement a co-development process for the WSF. This includes, but is not limited to the co-development and implementation of an interim grant funding program, growing the Fund, and the co-development a permanent co-governed entity to hold the WSF and programs in the longer term. While the focus of this position will be on the WSF, it is expected this position will occasionally support other communications work for the FNWC and HEP sector.

The Communications Manager will have the opportunity to support and uplift the work of the FNWC and WSF through strategic communications planning, engagement, storytelling, marketing and intergovernmental relations activities. Qualified individuals should have experience developing strategic communication plans, managing work plans and budgets, and communicating to senior management on program status and progress. The successful candidate will have experience working with First Nations communities and organizations.

Description of Role:

Planning and strategy:

- Supports the creation and implementation of communications and engagement strategies, plans and activities that align with FNWC and WSF priorities and values.
- Measures the effectiveness of communications pieces/initiatives and tracks performance.
- Adjusts plans as needed to address emerging needs and respond to changes in capacity.
- Supports strategic communication and engagement initiatives for the Water Caucus and the HEP sector.
- Works effectively with partner organizations to ensure alignment and consistency across communication initiatives.
- Collaborates and coordinates with FNFC's internal communication team as needed.

Content & branding:

- Develops content for website, video production, newsletters, and social accounts.
- Develops briefing notes, recommendations, correspondence and comprehensive reports.
- Ensures communications materials meet brand and graphic standards.
- Develops templates, resources, and guidelines to support team members.
- Collaborates with team members to create resources and produce reports, publications and videos.

Digital:

- Supports website maintenance – writes copy, develops page content, prepares news and project stories, monitors and optimizes for search traffic.
- Supports social media – works with team members to repurpose web content, write or edit posts, design graphics, follow community trends.
- Email marketing – supports the preparation, written and design content for newsletters.

Administration, vendor management:

- As needed, prepares contracts and manages relationships with external content creators, including writers, designers, web developers, videographers, photographers and other communications consultants.
- Tracks spending on communications activities, contracts, print materials, and advertising.

Media, community & government engagement:

- Relationship-building with First Nations, media, community, crown government and external partners through outreach, site visits, meetings, engagement and events.
- Writes press releases, responds to media and information requests (where appropriate), prepares spokespeople for interviews or events, creates information packages, and event invitations.
- Supports development of communications materials (briefing notes, op-eds, reports, letters, etc.) to support growing the WSF activities.
- Supports planning, delivery and marketing for shared learning or other events.
- Coordinates and drafts letters or invitations to elected officials, crown government staff, journalists, external partners, First Nations communities and organizations.
- Liaises with other communications staff (First Nations, crown government, grantee, partners) as needed on shared initiatives or partnerships

What We're Looking For:

- You want to make a difference for First Nations in BC
- You are willing to take the time to invest and learn the BC First Nations landscape
- You are a team player that fits our culture
- You are adaptable to the changing environment of opportunities
- You are not afraid to roll up your sleeves to get the work done
- You have excellent communication skills and love building relationships
- You have a good understanding of financial accountability
- You know when to take initiative and when you need to ask for further direction

Education, Experience, and Competencies:

A post-secondary degree or diploma in a relevant field (e.g. journalism, communications, public relations, marketing), plus a minimum of three (3) years of relevant working experience OR an equivalent combination of education, knowledge, experience, and training.

- Experience working with BC First Nations communities and/or First Nations organizations.
- Experience developing communications strategies or plans, setting priorities, and managing workplans for

completing tasks in a timely and effective manner.

- Experience conducting research, analysis, preparing briefing notes, developing recommendations, and drafting correspondence and comprehensive reports.
- Demonstrated experience in issue management and media relations, including ability to respond to the needs of internal and external partners in sensitive situations.
- Ability to work effectively, both independently and as a team member, under pressure and meet deadlines
- Highly organized with strong attention to detail.
- Excellent interpersonal and collaboration skills, with ability to interact professionally with a diverse range of partners, including First Nations, government, and non-profit organizations.
- Exceptional oral and written communication skills, and demonstrated ability to create compelling content and copy.
- Strong critical thinking and problem-solving skills.
- Advanced skills in use of communications software (i.e. Adobe Creative Suite, Wordpress, etc.).
- Design skills with the ability to develop creative content and understanding of current trends in communications.
- Experience developing and executing engagement plans with First Nations and non-First Nation communities is an asset.
- Experience in the development of fundraising communications strategy is an asset.

What We Offer When You are the Right Fit:

- Salary/year - \$77,000 - \$88,000 – commensurate with experience
- Opportunity to get directly involved with First Nations in BC
- Health benefits plan (medical and dental)
- Pension Plan matching 5.5%
- 3 weeks of annual vacation
- 37.5 hours/week, 4 days/work week, hybrid

JOB LOCATION:

The FNFC office is located at 320 – 1200 West 73rd Ave., Vancouver BC.

Remote work options may be available for qualified candidates from BC First Nation communities.

APPLICATION DEADLINE:

Applicants are asked to email letters of application and resume, providing details of work experience and three references before **5:00 pm on September 5** to:

E-mail: careers@fnfisheriescouncil.ca

Subject line: **Strategic Communications Manager – HEP Special Projects**

The FNFC hires on the basis of merit and is committed to employment equity. We encourage all qualified persons to apply; however qualified Indigenous applicants will be given priority, as per section 41. The FNFC wishes to thank all applicants for their interest and advises that **only those candidates selected for an interview will be contacted.**

The posting may remain open until a qualified candidate is hired.