



Employment Opportunity

Communications Officer

Reporting To: Senior Administrator

Overview:

The Communications Officer is responsible for creating, executing and monitoring internal and external communications relating to events, programming, partnerships, membership, supporters, and funders to establish a reliable and trustworthy presence in line with the communication strategy and industry best practices.

Key Duties and Responsibilities:

- Maintain and update social media channels, newsletter, and digital signs to promote Wahta events and services and alert community members to job, housing, programming, and special events or partnership opportunities in line with the communication strategy and industry best practices.
- Ensure all communications and marketing material align with Wahta mission and brand standards and are executed professionally at all times.
- Use content development and graphic design software and websites to create marketing and communications materials for the promotion and branding of Wahta operations
- Develop and maintain a relevant communications and marketing content calendar to promote Wahta programming and services across digital and physical marketing platforms to engage membership and community involvement with Wahta events.
- Identify the target audience for all communications including appropriate media formats and contacts.
- Develop, implement, and measure external communication plans for the Wahta Mohawks and relevant special projects.
- Provide guidance and advice to ensure the strategic and appropriate use of communication to both internal and external parties.
- Edit, prepare, and distribute the monthly community newsletter liaising with Wahta leadership to ensure that all content is appropriate, relevant, professionally engaging.
- Develop and manage internal and external organizational and communication events in support of the Wahta community strategy meeting the requirements of the Senior Administrator and Chief and Council.
- Develop marketing content such as the blog, social media posts, and the monthly newsletter to promote Wahta Mohawks events and services to the community across all digital platforms.
- Respond to community member inquiries on social media to determine the most appropriate response and direct them to the appropriate program or service contact as required.



- Evaluate the effectiveness of communication programs and plans reporting analytics and results to the Senior Administrator.
- Maintain adequate stock levels of promotional or marketing materials including the ordering of Wahta program brochures, reports, business cards, and other items as required to ensure that marketing and communication supplies are available within the budgeted printing and promotional allowances.
- Manage the media and network contact lists including subgroupings of funders, partners, governmental agencies, businesses, and community members ensuring regular reviews and updates.
- Maintain accurate and organized digital media archives including photos and videos of program events, analytics, and other various documents in the appropriate database or filing system while maintaining confidentiality and communications standards.
- Collaborate with leadership including the Senior Administrator and Chief and Council members to align on communication details in response to media inquiries and de-escalation protocols when managing communication crises in alignment with Wahta's mission, vision, and communication strategy.
- Provide specialized support and guidance to Wahta leadership, programming, and events staff to ensure that communications, marketing, and promotional materials are developed and branded in an efficient manner.
- Create communication and marketing campaigns for special events, fundraising, and community relationships to target participation within the community in alignment with Wahta's mission, vision, and mandate.
- Write and edit press releases, community notifications, and internal communications plans to meet the needs of the Senior Administrator and engage the community as required.
- Build relationships with key media contacts and identify opportunities to proactively pitch community stories to media as appropriate.
- Collaborate and network with local First Nations and Municipalities on various projects, events, and celebrations.
- Conduct other related duties and relevant tasks at an appropriate level as assigned by the Senior Administrator.

Skills Required:

- Must possess excellent oral, written and interpersonal communication skills with strong writing and editorial abilities.
- Working knowledge of Microsoft Word, PowerPoint, Excel, internet, social media platforms, web site platforms, and other public relation tools.
- Must be able to meet tight deadlines and execute flawlessly on projects in a fast-paced, often pressured environment and see a project through to completion.
- Must have the ability to be an influential communications consultant within the organization.
- Must have the ability to work effectively in a team.
- Must be capable of maintaining confidentiality, with a high level of accuracy regarding information.
- The ability to develop and maintain strong professional relationships with internal and external stakeholders and work effectively with all levels of employees is critical.



Education and Experience Requirements:

- Bachelor's degree in Communications, Public Relations, Journalism, or related discipline.
- Strong working knowledge of communication principles and practices.
- Minimum of 5 years experience in Communications.
- Preferably Indigenous work experience.

Terms of Employment:

This is a full-time position beginning immediately. Hourly wage will be based on qualifications and experience.

Application:

Please submit a resume and cover letter detailing how you meet the requirements of the position to:

HR@wahtamohawks.ca
P.O. Box 260
Bala, Ontario
POC 1A0

Phone: (705) 762-2354 ext. 272

Deadline for applications is **November 15, 2024, at 4:00 pm**. Late applications will not be accepted.

Only those candidates selected for an interview will be contacted. The successful candidate will be required to provide an acceptable Canadian Police Information Check (CPIC) before commencing work. All qualified candidates are encouraged to apply, however, members of the Wahta Mohawks and Indigenous applicants will be given priority and are asked to self-identify.