

Job Opportunity

Job Type: Communications Officer

Job Location: New Brunswick Aboriginal Peoples Council, Fredericton, New Brunswick

Number of positions: One permanent position

Who may be considered: Experience in communications and media relations.

Job Description:

The purpose of the Communications Officer role is to ensure that NBAPC's communications are effective, targeted and credible. The position will develop and implement strategies to raise NBAPC's public profile, as well as the profile of issues related to Aboriginal people who live off reserve.

Duties and essential job functions

General responsibilities

- Engage in professional and ethical conduct at all times.
- Work within NBAPC's policy and practice guidelines as set out in the policy manual.

Media Communications

- Develop and maintain relationships with journalists and media outlets
- Develop, implement, and evaluate NBAPC's media strategy in consultation with the Executive and the Director of Administration
- Monitor daily media and advise on reactive media opportunities
- Develop and pitch proactive media opportunities in consultation with NBAPC programs.
- Write and distribute media releases.

NBAPC Communications

- Lead production of NBAPC's communication materials including the NBAPC Newsletter, Monthly Mailouts, bulletins, brochures, and promotional material
- Contribute to the development and delivery of communication strategies for events
- Implement NBAPC's advocacy strategies campaigns in consultation with Executive and Director of Administration.
- Lead general public awareness activities, membership drives etc.

NBAPC Online

- Maintenance of NBAPC's website, including updating relevant information.
- Develop, implement, and evaluate NBAPC's social media strategy in consultation with the Executive and Director of Administration.
- Lead management of all social media platforms.
- Providing information and advice to locals, zones and the general membership about programs, services and issues affecting Aboriginal people who live off reserve.

Reporting

- Provide monthly reports to the Director of Administration & Program Development

Key Selection Criteria

- Postsecondary education or equivalence in public relations, journalism or related field.
- Extensive experience in proofreading within a public relations or communications role.
- Previous experience in media relations.
- Experience in online communications including: developing and implementing online strategies and maintaining websites.
- Demonstrated ability to work independently and flexibly, as well as cooperatively as part of a team.
- Demonstrated ability to organize work, manage time, determine priorities and meet deadlines.
- Commitment to and experience working with Aboriginal peoples.
- Preference will be given to Aboriginal candidates.

Other duties as required

The duties within this position description may be varied from time to time by the Director of Administration & Program Development and/or the Executive Committee to meet NBAPC requirements.

General conditions of employment

The hours of work are 37.5 per week.

Referee checks on at least two independent referees are mandatory and will be conducted prior to an offer of employment being made.

Application deadline: December 12, 2017

The application will remain open until a suitable candidate has been hired. **How to apply:** Send your resume, cover letter, and two reference letters to director@nbapc.org. Mail or drop off your package at 320 St Mary's Street, Fredericton, NB, E3A 2S4 We thank all applicants in advance; however, we will be corresponding only with those selected for an interview.