

Whitefish River First Nation



COMMUNICATIONS MANAGER

EMPLOYMENT OPPORTUNITY

Term: Full-time

Salary Range: \$77,500 - \$92,660 (Depending on education and experience)

+ In addition to a competitive salary, we offer a comprehensive benefits package, including group benefits, pensions, and more!

The Communications Manager will oversee and direct Whitefish River First Nation's (WRFN) internal and external communications. They will lead the development and implementation of a new comprehensive communication strategy for Whitefish River First Nation (WRFN).

The Communications Manager is also responsible for implementing First Nations' social media plan and helping write and edit a wide range of overall communications vehicles in line with the Whitefish River First Nation's (WRFN) mission, vision, strategy, and values. The Communications Manager will also participate in planning, developing, and coordinating the writing of impact stories and other communications as needed for the Nation, demonstrating strong strategic thinking and planning skills.

RESPONSIBILITIES:

Implement and Manage Communications Plan

- Develop a comprehensive communications plan outlining key messaging, target audiences, and strategies for press releases, media kits, newsletters, and marketing materials.
- Ensure all marketing and promotional materials align and match organization-wide, with key messaging.
- Implement best practices to address internal and external communication needs.
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- Research and develop strategic communication strategies to support the WRFN.
- Help develop a social media plan and be the point of contact for implementation, performance measurement, and improvement strategies.
- Ensure consistency of voice and message across all channels.
- Work with WRFN stakeholders to prepare messaging, communication products, speeches, reports, presentations, and other materials supporting inclusive communication.
- Facilitate community engagement and consultation with a wide range of stakeholders.
- Manage and coordinate all activities of the WRFN communication plans, including deploying resources and managing risks.
- Ensure the most appropriate and cost-effective channels mix and maximize the potential of digital channels.

Provide Technical Support for Audio-Visual Production, Print, Photography, Graphics, and Website Maintenance:

- Support special events like Facebook Lives, conferences, and leadership meetings with technical expertise and coordination.
- Collaborated on social media objectives and preparations, managed a social media library, and conducted copywriting and news writing.

Social Media Engagement and Communication Strategies:

- Create a proactive library of social media posts based on governance outcomes to engage members and promote awareness.

Develop Relationships with Stakeholders:

- Attend community events and meetings to build rapport, understand community needs, and network with other Anishinabek communities, organizations, government agencies, etc.
- Provide strategic communications advice to colleagues in resolving communications challenges and managing contentious and sensitive issues.

Coordinate Communication Strategies and Team Planning:

- Participate in team meetings to discuss strategies, align communication efforts and messaging, and assign tasks for upcoming projects/assignments.

Create And Promote Educational Materials on WRFN Materials, Culture, and Traditions:

- Review, edit, and publish accurate content in periodic publications and marketing materials related to governance.
- Develop educational materials, such as brochures, presentations, and other resources, to support public awareness of governance projects and initiatives.



Financial Management

- Oversee and monitor the Communications Department's expenditures in accordance with the approved budget.
- Create an annual department work plan with an accompanying budget.
- Allocate budgets as approved and report on their progress monthly.

Human Resources

- Assist with the hiring of key positions within the department as needed, in a supportive and collaborative work environment.
- Mentor and supervise the Rebound/Communications Officer as required to operate the work as directed and assigned effectively.
- Collaboratively build and review work plans with departmental staff.

QUALIFICATIONS:

- Bachelor's degree in marketing, Communications, English, Public Relations, or Journalism.
- A minimum of 5 years of experience in a communication-related field is required.
- A minimum of 3 years of experience managing/supervising staff is a key requirement for this role, as you will lead a team in our Communications Department.
- Proficiency in MS Office, Canva, WordPress, Photoshop, Adobe Pro, Illustrator, etc.
- Creative writing, analytical, and presentation skills for various audiences.
- Proven experience providing strategic advice, managing community engagement initiatives, and supervising staff and contractors.
- Experience working with or for First Nations would be an asset.
- Experience developing established objectives into material for targeted communications and engagement activities across a range of different channels and media, including face-to-face engagement.

SKILLS & ABILITIES:

- Strong leadership, organizational, and communication skills, with experience in speech writing, media relations, and content creation.
- Knowledge, respect, and understanding of Anishinaabe-Ojibway culture, traditions, and language.
- Exemplifies attention to detail and accuracy, organizational skills, confidentiality, and time management.
- Demonstrated knowledge of and sensitivity to key systemic issues and challenges facing Indigenous communities.
- Thorough command of the technology associated with social media and the digital world (from the evolving social web to mobile tools and trends), sophisticated digital communications skills, and a high level of energy and passion with respect to this area of rapid change and innovation.
- A comprehensive understanding of the cybersecurity landscape, including emerging threats, industry trends, and technologies.
- Excellent written and verbal communication skills.
- Ability to leverage interpersonal skills and industry expertise to provide outgoing and proactive communication support to members, reacting quickly to changing circumstances, shifting priorities, and short deadlines.
- Ability to make decisions and solve problems with good judgment and acute sensitivity to the political environment and the reputation of WRFN.

UPON HIRE:

- Must provide a clear Police Criminal Reference Check.
- First Aid and CPR Certification.

For a complete job description, please email: hrmanager@whitefishriver.ca

APPLICATION CLOSING DATE: MAY 9th, 2025, AT NOON.

Interested applicants must submit a current resume, cover letter, two (2) work-related references, one (1) character reference (with contact information), and applicable education diplomas/certifications to:

CONFIDENTIAL: COMMUNICATIONS MANAGER

Whitefish River First Nation

17-A Rainbow Ridge Road, P.O. Box 188; Birch Island, ON P0P1A0

Email: jobapplications@whitefishriver.ca Fax: (705)285-4532

Miigwetch (Thank You) to all who apply; however, only those applicants selected for an interview will be contacted.