



Otipemisiwak Métis Government

Métis Nation within Alberta

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Communications Coordinator - Children and Family Services

Location: Métis Nation of Alberta Provincial Office (11738 Kingsway NW, Edmonton, AB)

Closing Date: April 30, 2024 or Until Suitable Candidate Found

Position Status: Permanent, Full time (40 hours/week)

The Organization

Since its inception in 1928, the Métis Nation of Alberta (MNA) has governed the Métis within Alberta. The MNA is led by a democratically elected Council. This Council works toward the mandate of the MNA, supporting practices of transparency, accountability, and inclusiveness for Métis Albertans in governments' policy and decision-making processes. The MNA promotes and facilitates the advancement of Métis people through self-reliance, self-determination, and self-management. For more information about the MNA, visit albertametis.com.

The Opportunity

Reporting to the Children and Family Services Senior Manager, the Communications Coordinator - Children and Family Services (CFS) will support the various initiatives, programs, and events within the CFS department through the execution of communication strategies. The successful candidate will be passionate about the health and wellbeing of Métis children and families, take initiative, follow through, and provide constructive and creative input that contributes to the development, execution, and maintenance of the CFS department's communications strategy and presence. This position will be an integral part of both the CFS team as well as the Communications team, and will work collaboratively with both departments. This position will integrate innovative digital approaches with traditional methods, all finely tuned to align with the unique cultural and social dynamics of the Métis community.

Children & Family Services Team

The Children & Family Services aims to provide culturally appropriate opportunities for Métis families to maintain and enhance connections with community, culture, programs, and services. The team is committed to helping build strong, resilient Métis families by supporting and advocating for Métis children and families involved with the intervention system, as well as providing resources and tools to support early learning, childcare, and child development. These initiatives are designed to help Métis families thrive within their communities.

The Communications Team

The Communications Team is a group of creatives who come from a diverse set of backgrounds. They are a passionate bunch who thrive in a busy environment and work together to reach incredible heights. Both the design and coordinator teams are ready for any project and take it on full charge. They are fun, supportive, and ready to advance the Nation.

Key Responsibilities

- Craft and execute communications strategies, plans, and tactics aligning with CFS department goals.
- Write, edit, and publish copy for multiple platforms including but not limited to websites, social media, radio, video, and various print products.
- Create presentations, reports, newsletters, and other communication collateral where needed.
- Assist with updates to internal and external communication channels such as websites, social media, email newsletters, print material, and partner organizations/offices.
- Media monitoring regarding MNA, and CFS department priorities.
- Regularly review and report on social analytics assessing performance of CFS campaigns.
- Set strategic goals and evaluate communication strategies.
- Uphold two-way communication with social media followers on all platforms, ensuring comments and questions are responded to appropriately and in a timely manner.
- Execute communications needs at events, including photography and social media, as required.
- Proactively develop networks with internal and external stakeholders to build relationships.
- Collaborate with the CFS and the Communications department to achieve communications objectives on various projects.
- Other duties as required or assigned.

Skills & Competencies

- Superior written and oral communication skills.
- Excellent interpersonal skills.
- Competency to work with and convey messages to different audiences.
- Strong technical skills, knowledge of digital media, and experience with Content Management Systems (e.g. WordPress).
- Experience with SEO, keyword research, and analytic tools (e.g. Google Analytics).
- Knowledge of marketing and communications principles and practices.
- Experience with photography, DSLR cameras, photo editing, and graphic design (e.g. Adobe, Canva) is an asset.
- Knowledge of online marketing channels, including post automation software (e.g. Hootsuite, Meltwater) is considered an asset.
- Ability to assess options and implications, engage different perspectives, create strategic solutions for communications challenges, and seek opportunities.
- Excellent strategic thinking skills with the ability to execute tasks and develop analytical metrics.
- Ability to effectively manage and prioritize requests, multi-task and meet tight deadlines.
- Ability to thrive in a dynamic environment and be adaptable and flexible to changing priorities.
- Ability to work with a very collaborative team, improve based on feedback, and provide solutions and alternatives.
- Strong sense of ethics and the ability to maintain a high level of confidentiality in all interactions.
- Political and cultural sensitivity.
- Knowledge of Métis history, culture, and issues affecting Métis people. An in-depth understanding of the MNA and Métis culture is an asset.

Qualifications

- Post-secondary education in communications-related field.
- Minimum 2 years' experience in a similar communications position.
- Work experience in professional writing, journalism, public relations, or similar, is considered an asset.

Other Requirements

- Position is based out of the Provincial Head Office in Edmonton, Alberta.
- Ability to work occasional overtime.
- Ability to work evenings and weekends, as needed.
- Travel within Alberta is required. Additional, less frequent, out-of-province travel may also occur, with notice.
- Must have a driver's license, as well as an operational vehicle.

What We Offer

- An opportunity to work for the newly ratified Otipemisiwak Métis Government and be a part of the largest Indigenous Government in Canada.
- An opportunity to learn about Métis culture, languages, and art.
- Meaningful work in a fun and supportive work environment.
- Training and professional development opportunities.
- A comprehensive benefit package and employer contributions to Pension Plan.
- 3 weeks paid vacation.

Apply online at <http://albertametis.com/careers/> .

The Métis Nation of Alberta thanks all applicants for their interest. Only applicants selected for an interview will be contacted. No phone calls please.