



ATLANTIC FIRST NATIONS WATER AUTHORITY (AFNWA)

POSITION DESCRIPTION

POSITION: Communications Associate

DEPARTMENT: Communications and Outreach

PRIMARY FUNCTION: Reporting to the Manager of Communications and Outreach, the Communications Associate is responsible for supporting the content and delivery of AFNWA's websites including updates, maintenance, design, and content development. Other duties include engaging internal and external audiences through outreach and support opportunities, websites, social media channels, public relations opportunities, developing and using print and electronic marketing products, and providing administrative support.

DUTIES AND RESPONSIBILITIES:

1. Helps to develop a strong brand and consistent messaging for the organization, including being an 'ambassador' in outreach strategies and tactics.
2. Working closely with Senior Managers, Board members, and staff / partners to create projects, events, and opportunities to boost awareness of AFNWA and build relationships.
3. A primary contact and owner of the AFNWA website and social media, providing ongoing development and updates to the individual pages, especially highlighting news sections, community, and operator updates.
4. Assist in development of all communications content to assist program delivery and the overall AFNWA Communications and Outreach Strategy including writing, editing, formatting, audience targeting,
5. Media monitoring and recording of AFNWA-related conversations on traditional news networks, social media channels (including responding where needed or alerting the Manager of Communications and Outreach when necessary), and customer / community member feedback.

6. Assist in developing and implementing social media campaigns for AFNWA events, programs, and successes, including targeting specific audiences, tracking results, and adjusting tactics.
7. Assist in effectively converting requests from colleagues and senior managers into written communication and proactively sourcing relevant content from internal and external sources through websites, social media channels, and other marketing mediums.
8. Assist in professionally writing and editing a variety of print and electronic media, including briefs, letters, brochures, newsletters, success stories, project summaries, event support materials such as banners, and articles for internal and external publications.
9. Support the Communications and Outreach Manager as required, including possibly serving as AFNWA spokesperson [if delegated], preparing messages and speaker notes, and determining the selection and timely release of information.
10. Assist in the coordination of internal employee social events, AFNWA sponsored community events, deciding on and purchasing of AFNWA promotional items, and general event support. This also includes management of promotional materials and keeping inventory.
11. Provide administrative support to the Manager of Communications and Outreach through preparation of various letters, reports, spreadsheets; booking appointments, boardroom space, equipment; compiling and verifying agenda items, background information, support documents and records, and preparing meeting minutes.
12. Event and activity support including photography, video and audio recording, live streaming, providing education and information of AFNWA work and activities.
13. Assists in creating communication plans that are developed and coordinated using best practice approaches in establishing benchmarks and goals to track progress and growth.
14. Event support through travel either independently or with Manager(s), including transporting communications materials such as promotional items, information and documents, event props, tracking inventory, etc.
15. Perform other related duties as may be assigned by Manager of Communications and Outreach, or other Senior Management.
16. Act as department lead in place of Communications Manager if they are out of office on any leave, as delegated by the Chief Executive Officer.

REPORTING RELATIONSHIPS:

Reports to: Manager of Communications and Outreach

Supervises: N/A

MINIMUM QUALIFICATIONS:

Education:

Post-secondary degree (and/or diploma) in public relations, business, communications, marketing, or a related field, or a suitable combination of formal education and experience may be considered.

Experience:

Five years of relevant experience in public relations or customer/client service preferably in a customer/client orientated operation.

Certificates/Licenses/Registrations: N/A

Other Knowledge, Skills, Abilities:

1. Knowledge of First Nations organizations, their rules and regulations, general specifications and regulations, and public relations functions, especially First Nations / Indigenous culture, and practices. Knowledge, or comprehension, in Mi'kmaq and Wolastiqiyik language(s) would be an asset.
2. Knowledge of utility administration, rules and regulations of the utility, general specifications, and regulations, and user service / public relations function.
3. Experience or exposure to water, wastewater, stormwater, or other environmental issues in Canada, whether through education or work experience.
4. Working knowledge of Adobe Creative Suite including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Acrobat Pro.
5. Ability to research, analyze, evaluate, and coordinate communications content for various audiences, including fact-checking and ensuring that all communications material is accurate and truthful.
6. Working knowledge of open-source CMS website maintenance platforms such as WordPress, Drupal, Joomla, and Silver Stripe, basic HTML knowledge, etc.

7. High degree of confidentiality, professionalism, and a demonstrated ability to communicate effectively (oral and written).
8. Demonstrates the ability to think and produce material that is both creative and practical, based on best practices and current trends.
9. Strong organizational skills with the ability to prioritize the workload.
10. The ability to work courteously and competently within a team environment with AFNWA colleagues and outside agencies.
11. Ability to work independently and decision-making skills and produce strategic and practical material with a working knowledge of *Ethos, Logos, and Pathos*.
12. Familiarity with Canada's Style Guide(s) and other writing tools.
13. Event planning and management, including potential of working evenings, holidays (i.e., Treaty Day) or weekends (with approval from Manager), including set-up and support or independently.
14. Demonstrates good decision-making skills and the ability to work with minimal supervision and in a team setting.
15. High degree of professionalism and a demonstrated ability to communicate effectively (verbal, non-verbal, etc.).
16. Familiarity or proficiency in using live stream apps including Zoom, Microsoft Teams, etc.

CLOSING DATE: Friday July 30, 2021

APPLICATION INSTRUCTIONS: Kindly forward all inquiries and applications to HR@AFNWA.CA. Application documents will only be accepted in .PDF or .DOC format. The applicant will receive an email confirming that the application has been received and all attachments are accessible. Successful candidates will be contacted on or before August 4, 2021, for next steps.