



## **Employment Opportunity for Indigenous and Non- Indigenous Applicants.**

Director of Communications

Pictou Landing First Nation is a kind, close-knit Indigenous community located on the shores of the Northumberland strait. Pictou Landing First Nations values comes from the Seven Sacred teachings of Wisdom. Love, Respect, Bravery, Honesty Humility and Truth. The practice of these principals allows for a strong community, economically and socially and to work together to create a community that is healthy and prosperous.

### **Your day's work will depend on what is required. What could your day look like?**

Decision making:

- You would decide on how to manage our social media platforms and community newsletters, including required information and messaging from the CAO and Chief and Council, what platform to use, and how it should be communicated, ensuring that it aligns with PLFN objectives and values.

Council and Admin Support:

- You would attend and participate in Chief and Council meetings; prepare documentation, agendas, and minutes.
- You would maintain all records of decisions for the Chief and Council.
- You would keep and update all of PFLN's templates as required.

Planning:

- You would be proactively and reactively planning our media, including regular contact with target media and preparing appropriate media responses to sensitive situations for the Chief and Council.

Public Relations:

- You would be advising and engaging with the Chief and Council to determine all directions of communication. i.e., print, social media, and promotion for PLFN.
- You would be training staff members when they are required to speak to the media.

Marketing:

- You would be preparing graphic design to support our community promotion and communications.
- Engage in community events to take photographs and video to distribute on the PLFN Facebook page and newsletter.

### **Education, Experience and Person Attributes**

- Bachelor's degree or diploma in Public Relations, Communications, Marketing, or a similar field of study.
- Minimum of one years' experience in corporate communications, marketing, and/or public relations.
- Experience with traditional and modern forms of communications; including print and social media advertising/promotion, e-marketing, and telecommunications.
- Media relations experience.
- Experience with website and media design; including strategic management of website and other social



## Pictou Landing First Nation

media.

- Interest and ability to stay up to date with trends in media and promotion.
- Excellent written and oral skills, including public speaking.
- The understanding of relevant legislation, policies and procedures.
- Capable of using Microsoft Office; Word, PowerPoint, Excel and Outlook at an intermediate level.
- Knowledge of design programs and technology; Photoshop, InDesign, or Illustrator.
- Knowledge of First Nations Culture is considered an asset.
- Experience working in a First Nations organization is considered an asset.
- Experience with government relations and relationship development is an asset.
- This position requires excellent time management skills and organization.
- Excellent research skills with the ability to analyze and summarize critical information.

### **Some things to know:**

- This position requires evening and weekend work, on an on-call basis, to attend community events.
- This position requires keen listening and observational ability due to the frequent contact with staff and community members.
- Ability to maintain confidentiality in stressful situations is key.

Please submit your resume by emailing the HR Director, [Kimberley.W@PLFN.ca](mailto:Kimberley.W@PLFN.ca) with the subject line: Application: Communications Director. If you need accommodations during this process, please let us know.

***We welcome applications from both Indigenous and non-Indigenous individuals. In accordance with our commitment to support the local Indigenous community, if two applicants-one Indigenous and one non-Indigenous-are equally qualified for this position, preference will be given to the Indigenous applicant.***

We believe in employment equity, welcoming individuals from all backgrounds. We encourage applications from the following under-represented groups to self-identify in their resume or cover letter: Indigenous persons racially visible persons, persons with a disability, women, and persons of a minority sexual orientation and/or gender identity.