

JOB TITLE	Specialist, Communications
MINISTRY/DEPARTMENT	Communications
REPORTS TO	Manager, Communications
JOB FAMILY	Professional/Expert
CLASSIFICATION LEVEL	Level 3
DATE CLASSIFIED	January 2025

POSITION SUMMARY

The Specialist, Communications is responsible for developing and implementing communication strategies related to internal and external communications, branding, content creation, and the measurement and analysis of communications activities. The Specialist develops compelling and accessible content for diverse audiences, leading creative initiatives that advance and promote the organizational goals of department/ministries across MNBC.

LOCATION

- Provincial Head Office – Surrey, BC.

DUTIES & RESPONSIBILITIES

Strategic Communication Planning and Leadership

- Liaises with and provides communications advice to departments/ministries across MNBC, balancing priorities of the organization.
- Advises leadership on strategic communication approaches to strengthen organizational impact and ensure alignment with MNBC's goals.
- Leads the creation of communication materials such as presentations, news releases, speeches, and articles, ensuring alignment with organizational goals.
- Develops and manages innovative communication solutions to enhance digital presence and stakeholder engagement.

Content Development and Branding

- Leads the development of internal publications such as newsletters, email announcements, and special projects.
- Prepares tailored content for social media platforms to promote organizational programs and initiatives effectively.
- Leads branding initiatives and other special projects.
- Oversees website content, ensuring timely updates and accurate information.
- Integrates Métis cultural values into all communication strategies to ensure inclusivity and cultural alignment.

Research, Analytics, and Reporting

- Conducts research and implements effective communication strategies that incorporate traditional and digital tactics relevant to the audience.
- Monitors analytics and creates reports detailing the effectiveness of communication strategies.
- Researches and implements new social media tactics and tools that provide value to MNBC.

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Event and Stakeholder Engagement

- Performs asset capture (photo/video) of MNBC events, key meetings, and stakeholder engagements or oversees the work of a contractor.
- Works with the Events Team Lead to plan and implement special events.
- Assists in the organization of meetings with stakeholders and Métis citizens, including creating communications plans for governing events.
- Performs cross-departmental communication training to ensure consistency and alignment in messaging across the organization.

Risk Management and Media Relations

- Assists the Manager, Communications in identifying potential issues for MNBC and supports in the development of strategies to mitigate risks.
- Develops and assists in managing crisis communication protocols to address organizational risks effectively.
- Supports Manager by acting as a point of contact for media relations to maintain and enhance MNBC's reputation.

Team Support and Leadership

- Assists the Manager, Communications in overseeing the work of contractors or consultants.
- Acts as second-in-command in the absence of the Manager, Communications.

Other duties

- Participates in committees and project teams as required.
- Undertakes related duties as assigned, consistent with the job grade of the position.
- Other duties may be assigned as needed to ensure the efficient operation of MNBC.
- Regular/occasional attendance at meetings/events that may require work and travel outside of normal business hours.

Supervision Given

- Intern, Communications

QUALIFICATIONS

- Bachelor's in Marketing, Communications, Journalism, English or a related field from a recognized, post-secondary institution.
- Minimum 4-5 years' experience in a communications or marketing role.
- Combination of relevant experience, education, and training may be considered.
- Experience in a public sector role or Indigenous organization preferred.
- Demonstrated ability to effectively communicate both verbally and in writing.



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- Strong analytical skills.
- Proven ability to prioritize tasks, meet deadlines, and work with minimal supervision.
- Experience with project management tools such as Asana or Monday.com an asset.
- Proven experience using social media management platforms.
- Demonstrated ability in basic graphic design.
- Experience with Wordpress, Drupal, or similar content management systems.
- Demonstrated ability to use email marketing platforms and tactics for diverse audiences.
- Experience in professional photography/videography an asset.
- Proven ability to utilize, adapt and embrace new technologies including MS Word, Excel and other database/software required by the role.
- Experience in media relations an asset.
- Strong interpersonal skills and ability to persuade others as well as work well within a team. Able to deliver negative information tactfully and diplomatically.
- Knowledge and/or awareness of the historical and contemporary contributions made by Métis people in B.C.
- Possession of, or the ability to obtain, a Class 5 driver's licence may be required.
- The position may require the completion of a Criminal Record Check and Vulnerable Sector Check.

MNBC VALUES

- **Manâcihitowin (Respect)** - We respect ourselves, others and all Creation.
- **Kwayes'kwât'sowin (Integrity)** - We hold integrity as a core value. We are honest with ourselves, our colleagues, our communities, and our partners. We are reliable and follow through on our word.
- **Ahtisihcikêwin (Innovation)** - We draw on the spirit of Métis innovation and bring forward our curiosity and creativity to problem solve and develop new solutions for our people.
- **Tâpahtiyim'sowin (Humility)** - We show and practice cultural humility and cultural agility. We are open to new ideas and recognize the wisdom that surrounds us from others who carry different experiences than ours.
- **Kisîwât'sowin (Kindness)** - We show and practice lateral kindness in our organization and to everyone with whom we interact on behalf of the Nation. We practice kaa-wiichihitoyaahk (we take care of each other.)
- **Sipihkisôwin (Resilience)** - We are resilient and do not fear challenges or setbacks but remain courageous and learn from each step of the journey. We channel the courage of our Métis ancestors who faced adversity and remained resilient.
- **Atoskâtowin (Teamwork)** - We work together and actively seek opportunities to share information, collaborate on initiatives, and practice reciprocity for stronger outcomes. We embrace teamwork to achieve greater potential for success.