



Communications Lead

Corporate Services Division

Location: Charlottetown, PEI

Position: Permanent Full-Time 37.5 hours /week

Competition Deadline: February 24, 2022

The Mi'kmaq Confederacy of PEI (MCPEI) delivers quality programs and professional subject matter advice to Epekwitk Assembly of Councils, Abegweit and Lennox Island First Nations and the provincial Indigenous community. As a member of MCPEI's workforce the successful candidate will be offered a competitive salary, quality benefits, and a respectful, healthy and safe place to work and grow as a professional.

The Role:

Reporting to the Senior Finance Officer, the Communications Lead is primarily responsible for coordinating strategic communications on behalf of MCPEI. The Communications Lead will ensure high-quality digital and traditional communication, media relations, proactive communications, and stakeholder relation strategies. In particular, this role will perform a variety of roles from key message development and issues management to more complex strategy and external communications planning on behalf MCPEI. A large part of this role will collaborate and support key communication pieces for the communities of Lennox Island and Abegweit First Nations.

Qualifications:

Education, Years of Experience

Graduate or Undergraduate Degree or Diploma from a recognized post-secondary educational institution in Communications, Public Relations, Journalism, or related field.

Skills and Competencies

- Strategic communications advice and support: Provide strategic communications support; develop and execute strategic communications plans for projects and initiatives.
- Manage complex strategies: Provide guidance by engaging stakeholders and team members to analyze the initiatives/projects and develop communications strategies which create positive outcomes for MCPEI and PEI's Indigenous Communities.
- Media relations: Work with team to execute media relations strategies and act as a spokesperson where appropriate.
- Social media strategy: Manage MCPEI's social media strategy and use it to promote Indigenous communities.
- Reactive communications: Monitor and analyze emerging issues and trends, manage communications response to crises and public issues.
- Proactive communications: Develop proactive communications strategies using techniques that support MCPEI's reputation.
- Measurement: Assess communications effectiveness by ensuring strategies are measured and targets are tracked.
- Strong presentation and communication skills.
- Exceptional attention to detail/accuracy.
- Excellent ability to meet deadlines.
- Strong writing skills for newsletters, press releases, progress reports and briefing notes.
- Experience creating targeted content.
- Solid organizational abilities, including planning, decision making, analysis and reporting.
- Ability to think strategically and understand MCPEI, Abegweit and Lennox Island strategic goals.
- Strong work ethic and self-motivated.
- An understanding of MCPEI's socio-political environment and current affairs.
- Successfully pass a Criminal Record Check including the vulnerable sector.
- Valid driver's license and own vehicle with clean drivers abstract.
- Provide Covid-19 Immunization Record or Vax Pass.
- Other duties as required.

*Demonstrated equivalencies will be considered.

**Aboriginal applicants will be given priority in accordance with the Aboriginal Employment Preference policy of the Canadian Human Rights Commission. MCPEI is committed to providing support and capacity building opportunities to Mi'kmaq individuals with the core competencies to take on positions such as this.

Please email your resume and cover letter to apply@mcpei.ca with the job title "Communications Lead" in the subject line or mail/deliver application by the deadline, February 24 at 3:00PM to:

ATTN: Human Resources Advisor

Mi'kmaq Confederacy of PEI

8 Stan MacPherson Way

Charlottetown PEI C1A 0J7

We appreciate all those applying for this position and note that only those chosen for an interview will be contacted.