



FIRST PEOPLES'
CULTURAL COUNCIL

Marketing and Communications Officer (2 positions)

Join a growing team, dedicated to revitalizing B.C.'s Indigenous languages, cultures, and arts. We are small but mighty and we are making a difference. The First Peoples' Cultural Council (FPCC) is looking to fill two COMMUNICATIONS OFFICER positions to support the success and impact of our programs.

Both positions work together with the Communications Manager in a team environment to raise the profile of FPCC and contribute to effective communications and information sharing with our stakeholders, including First Nations communities, partners and funders, our Board and Advisory, the media and the public. Work involves collaborating with team members to plan, coordinate and develop content and campaigns for a variety of communications channels that will celebrate and share about this amazing work.

Specifically, the **Communications Officer** will:

- Work with the team to publish print and online newsletters for our community partners including conducting interviews and writing articles, managing the design, print and distribution processes.
- Manage the development of the FPCC Community Annual Report, including writing and managing the design, printing and distribution process.
- Manage FPCC media relations, including amplifying FPCC messages in the media, including writing news releases, backgrounders, key messages and interview, pitching, media monitoring, building relationships with reporters and producers.
- Develop positive working relationships with program leads to coordinate launches and promotion of ongoing funding calls and new program materials, as needed.
- Provide general communications/writing support for presentations, video scripts, speeches, issue briefs etc. to promote FPCC and respond to specific issues.



Specifically, the **Marketing and Communications Officer** will:

- Develop strategic marketing plans and implement marketing campaigns to promote the work of FPCC and community successes to key stakeholders, including all 204 First Nations.
- Create compelling content to support communications and marketing across multiple platforms, including website, emails and through digital and printed marketing collateral.
- Manage planning and development of social media content across FPCC channels in collaboration with team members.
- Plan and manage opportunities to build FPCC's profile with key stakeholders via online and in-person events.
- Identify and leverage existing research to identify unique ways to customize marketing and communications to effectively reach key audiences, including a contact management database system.

What We Offer:

- We value your work-life balance and family/community time
- Dental, extended health and vision care for you and your family through Canada Life.
- B.C. Public Service Pension
- Additional statutory holidays, including National Indigenous Peoples Day and National Day of Truth and Reconciliation
- Training and professional development opportunities to grow your career and skills
- Travel opportunities to conferences and community events

What You Will Bring:

A post-secondary degree or diploma with a focus in communications, marketing, public relations, or journalism plus 3-5 years of similar experience, or an acceptable combination of equivalent education, training, or experience in related fields.



Skills and Abilities That Would Help You Succeed:

- Strategic, creative, innovative, and analytical thinker who thrives while managing a variety of tasks.
- Advanced writing and editing skills and experience taking a printed publication from start to finish.
- Experience developing and implementing communication and or marketing plans and strategies. Knowledge of analytics to measure communications success.
- Experience developing and managing impactful communications/marketing campaigns, including on social media.
- Demonstrated tact and judgment in interpersonal relationships; polished oral communication skills, including interviewing stakeholders to develop content.
- Excellent organizational, planning and project management skills, including attention to detail and a focus on milestones and deadlines.
- Experience with media relations. Ability to respond effectively and tactfully to sensitive issues, inquiries, and complaints.
- Savvy with technology including SEO, content management, websites, design tools and social media.
- Exceptional computer skills, including the MS Office Suite.
- Ideally brings an Indigenous point of view to the development of materials that describe the work of FPCC and the value of Indigenous arts, heritage, languages, and cultures.
- Experience working in government, B.C. First Nations and/or Crown corporations an asset.

Working Conditions

- Majority of work is done in office
- Travel to attend meetings, conferences, seminars occasionally on short notice
- May be required to work evenings and weekends on occasion



FIRST PEOPLES'
CULTURAL COUNCIL

For more information about the First Peoples' Cultural Council, visit: www.fpcc.ca

Please send a resume, covering letter and two writing samples by May 3, 2022, to:

Light Your Path Capacity Building

Email: lightyourpath@telus.net

Submissions from applicants with First Nations, Métis or Inuit ancestry are strongly encouraged to apply and will be given preference. Only short-listed candidates will be contacted for interview. All applications will be treated with strict confidentiality.

The First Peoples' Cultural Council is located in Brentwood Bay and is grateful to have our home in the beautiful traditional unceded territory of the W̱SÁNEĆ Nation people, in the village of W̱JOLEŁP.

FPCC values all employees and the communities we serve, and the health and safety of the work environment is a top priority. As a condition of employment, all employees are required to be fully vaccinated or be able to provide a medical exemption.