



NEW BRUNSWICK ABORIGINAL PEOPLES COUNCIL IS
SEEKING QUALIFIED APPLICANTS FOR THE POSITION OF

COMMUNICATIONS OFFICER

The purpose of the Communications Officer role is to ensure that NBAPC's communications are effective, targeted and credible. The position will develop and implement strategies to raise NBAPC's media profile, as well as the profile of issues related to Aboriginal People who live off reserve.

Duties:

General responsibilities

- Engage in professional and ethical conduct at all times.
- Work within NBAPC's policy and practice guidelines as set out in the policy manual.

Media communications

- Develop and maintain relationships with journalists and media outlets
- Develop, implement, and evaluate NBAPC's media strategy in consultation with the Executive Director.
- Develop and pitch proactive media opportunities in consultation with NBAPC programs.
- Write and distribute media releases.

NBAPC Communications

- Lead production of NBAPC's communication materials including the Mal-I- Mic Newsletter, Monthly Mailouts, bulletins, brochures, and promotional material
- Provide information to locals, zones and the general membership about \ programs, services and issues affecting Aboriginal People who live off reserve.
- Contribute to the development and delivery of communication strategies for events
- Implement NBAPC's advocacy strategies campaigns in consultation with Executive Director.

NBAPC Online

- Maintenance of NBAPC's website, including updating relevant information.

- Develop, implement, and evaluate NBAPC's social media strategy in consultation with the Executive Director.
- Lead management of all social media platforms.
- Providing information and advice to locals, zones and the general membership about programs, services and issues affecting Aboriginal People who live off reserve.

Reporting

- Provide monthly reports to the Executive Director.
- Provide quarterly reports to the Board of Directors.
- Provide annual reports to the Annual General Assembly.

Other duties as required

The duties within this position description may be varied from time to time by the Executive Director and/or the Executive Committee to meet NBAPC requirements.

Application deadline: June 18. 2021

How to apply: Send your resume, cover letter, and the names of three reference to adminassistant@nbapc.org or Mail or drop off your package at 320 St Mary's Street, Fredericton, NB, E3A 2S4. We thank all applicants in advance; however, we will be corresponding only with those selected for an interview.