



EMPLOYMENT OPPORTUNITY

Director of Communications and Marketing
First Nations Finance Authority
No. 2024-COMMS-02
Internal/External



<p><i>Who we are:</i></p>	<p>Located in the beautiful Okanagan Syilx territory on Westbank First Nation, First Nations Finance Authority or FNFA is a First Nations-owned and operated national not-for-profit organization that has been supporting First Nation communities across the country since 2005.</p> <p>Our goal is to support First Nation communities to realize their futures on their own terms by offering the best financing and investment rates and terms to build prosperity and success for current and future generations. Learn more: www.fnfa.ca</p> <p>Our organization encourages development, learning, and diversity and likes to have fun. We are a small team that works hard for our members but recognizes the importance of your time outside of office hours. Our organization is never boring - there are always new projects and initiatives to support our Indigenous communities across the country. We are passionate about seeing our member Nations prosper and succeed on their own terms.</p>
<p><i>Job Summary:</i></p>	<p>This position reports directly to the President & Chief Executive Officer. The Director will develop a comprehensive and proactive communications and marketing strategy for FNFA to enhance our brand visibility, engage stakeholders, support FNFA departments in their marketing efforts and drive organizational goals forward. The Director has responsibility for ensuring that all FNFA communications are strategically positioned, culturally appropriate, consistent, accurate, and conform to FNFA's goals and objectives.</p> <p>The Director participates in all aspects of the development and implementation of FNFA's internal and external communication strategies. Responsibilities include; implementing, monitoring, and evaluating FNFA's communications and marketing strategy, including the development of new marketing material, advertising, budgeting and allocating resources for communication programs that align with market research findings. The Director is responsible for managing a small team, providing regular briefings to the Senior Management team, and establishing internal reporting processes. Additionally, the Director is responsible for promoting and protecting FNFA, and its members' reputation by developing and executing media relations strategies that promote the FNFA brand including plans for innovative corporate promotions and initiatives and, internal communications.</p>

	<p>The Director is dynamic and team-oriented with exceptional writing skills, creativity, attention to detail and can meet strict deadlines. The Director works in coordination with other departments to support and provide strategic communications, media relations, and public engagement and education efforts to support the FNFA’s priorities and organizational goals. The Director manages, coordinates, and prioritizes media interviews and will maintain a network of contacts, including effective working relationships with the media. At times, this position is required to travel.</p>
<p><i>Primary Job Responsibilities:</i></p>	<ul style="list-style-type: none"> • Develops and executes comprehensive communication and marketing plans that align with the organization's objectives. • Creates and executes impactful branding strategies that authentically reflect FNFA’s mission, vision, and values to support initiatives/innovation/corporate promotions. • Oversees internal and external communications, including social media management, and media relations. • Develops strategies to assist FNFA in growing the number of members and users subscribing to FNFA social media platforms. • Develops strategy with timelines; includes identifying high-profile events and announcements, relevant media stories at the local, regional and national level, speaking engagements, etc. • Provides support for all aspects of FNFA public appearances, including briefing documents, press outreach materials, location and event details, etc. • Collaborates with teams to ensure consistent messaging and branding across all channels. • Provides direction and oversight of FNFA’s communications department staff, including internal reporting, personnel management, establishing departmental priorities, and review/approval of external materials. • Develops written materials including press releases, Q&As, briefing notes, media standby statements on brand and corporate issues as required. • Identifies, manages, and directs opportunities to create or enhance FNFA collateral and marketing materials, information and promotional content, and delivery channels (i.e., newsletters, brochures, branded programs, videos, podcasts, social media, etc.). • Updates and creates marketing materials such as annual reports, performance reports, brochures and other informational pieces and presentations for FNFA members, partners, and investors. • Provides guidance to GR agency partners and review all brand GR materials to ensure communication is accurate, relevant and consistent with the FNFA brand and overall corporate messaging and positions. • Develops and implements online communications strategy ensuring alignment with internal communications strategy, includes day-to-day content development strategy, and functional enhancements.

	<ul style="list-style-type: none"> • Manage relationships with media outlets, journalists, and key stakeholders to maximize coverage and positive exposure and to proactively pitch brand and corporate stories to media as appropriate. • Provide guidance on crisis communication strategies and act as a spokesperson when necessary. • Oversee the proofreading and editing of all communication materials to maintain brand voice and style including the website, annual report, and loan summary booklet.
<p><i>Who Can Apply*:</i></p>	<p>The ideal candidate will have:</p> <ul style="list-style-type: none"> • Bachelor's degree in communications, Journalism, Marketing, Public Relations or in a similar field of study. Master's degree is an asset. • Seven (7) to ten (10) years of experience in the communications and marketing field, background working with First Nations is strongly preferred. • Five (5)+ years of experience working in a management role and advising senior leaders. • Understanding and awareness of FNFA services, marketing and/or communication policies, procedures, rules, and regulations and the ability to apply this knowledge in the performance of tasks. • Strong ability to think strategically, write, edit and deliver a range of professional communications materials across different channels, tailored to specific audiences. • Extensive project management experience with an ability to lead work independently, support the work of colleagues, multi-task in a fast-paced environment. • Ability to establish positive and productive working relationships with diverse groups of internal and external stakeholders. • Exceptional writing skills and excellent time management to meet tight deadlines in a fast-paced and fluid work environment. • Must possess excellent oral, written and interpersonal communication skills with strong writing and editorial abilities. • Must be capable of maintaining confidentiality, with a high level of accuracy regarding information. • Demonstrated capacity to work with political and cultural leaders. • Working knowledge of Microsoft Office products, internet, wire services, media monitoring software, and other marketing tools. • Ability to conduct presentations. • Thorough understanding of social, national, international and Indigenous media is an asset. • Experience with layout, design, video, and photography skills is an asset. • English is the working language, but the ability to communicate effectively in French or an Indigenous language would also be an asset.

<i>Starting Compensation:</i>	\$140,000 - \$160,000 (dependent on qualifications and experience)
<i>Benefits:</i>	<ul style="list-style-type: none"> • Work/life balance – our workdays are 8:00 am to 4:00 pm, weekdays • Retirement contribution matching of 6% • 100% Employer paid extended health benefits • Generous vacation package • Employee wellness programs • Career development (FNFA believes in mentorship and professional development)
<i>Location:</i>	The successful candidate will work in the FNFA head office in Westbank, BC.
<i>Duration:</i>	Full-time position
<i>Application process:</i>	Please email your resume and cover letter outlining why you would be a great addition to the FNFA team to: careers@fnfa.ca
	We thank all applicants for their interest, however, only those candidates selected for interviews will be contacted. FNFA may cancel, postpone, or revise employment opportunities at any time.
	*Qualified persons of Indigenous ancestry will be given preference in accordance with Section 16.1 of the <i>Canadian Human Rights Act</i> and Section 41.1 of the <i>B.C. Human Rights Code</i> ; therefore, please self-identify in your cover letter.
<i>Application Deadline:</i>	Until position is filled.