



EMPLOYMENT OPPORTUNITY

Senior Digital Marketing Strategist

No. 2025-COMM-01
Internal/External

<i>Who we are:</i>	<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 member communities and organizations to realize their futures on their own terms by offering the best financing and investment options 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 success on their own terms.</p>
<i>Job Summary:</i>	<p>Reporting to the Director of Communications and Marketing (the Director), the Senior Digital Marketing Strategist supports the creation of engaging storytelling of FNFA's vision and mission to our main audiences: FNFA's borrowing members, FNFA's investors, and all Canadians.</p>
<i>Primary Job Responsibilities:</i>	<ol style="list-style-type: none">1. Collaborates with the Director to develop and execute internal and external marketing and communication plans and campaigns.2. Collaborates with the Director to deploy communication strategies that support FNFA member communities.3. Develops written materials including press releases, Q&As, briefing notes, media statements on brand and corporate issues.4. Works with the Social Media and Marketing Coordinator to produce engaging digital content that reflects the vision and mission of FNFA including short videos, reels, and longer form videos for YouTube.5. Records, edits, and produces FNFA's podcasts and other videos.6. Activates marketing campaigns for FNFA's podcasts, videos and other events.7. Updates FNFA website and other marketing materials as required.8. Monitors and analyzes website performance highlighting areas for improvement both in user-experience and in brand awareness.9. Sets up and installs audio-visual requirements for internal and external use i.e. cameras, microphones, lighting, broadcast computer, etc.10. Organizes and develops FNFA's media room for functionality and usability.11. Develop our member community project highlights/case studies.12. Produces content for FNFA's quarterly newsletter.13. Develops branded video content such as employee testimonials, targeted digital campaigns (word of the day), community member project highlights and news conferences.14. Design and layout of branded communications collateral for print and digital.15. Works with First Nation member communities, partners and other organizations to capture community case studies and success stories.16. Collaborates with the Director on the development of FNFA's yearly annual report.17. Availability and ability to travel across the country.

<p><i>Who Can Apply*:</i></p>	<ul style="list-style-type: none"> • Bachelor's degree in communications, journalism, marketing, public relations or in a similar field of study. • 5-7 years' professional working experience in developing and implementing digital marketing campaigns. • 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. • Exceptional communication (both written and verbal) • Must be capable of maintaining confidentiality, with a high level of accuracy regarding information. • Advanced experience with Adobe Creative Suite. • Working knowledge of Microsoft Office products, internet, wire services, media monitoring software, and other marketing tools. • Proficiency in video production and editing. • Knowledge and experience of photography production and editing • Ability for moderate to frequent travel to First Nations member communities across Canada. • Bilingual in English and French is considered a strong asset. • Previous experience working with First Nation communities considered a strong asset. • Knowledge of First Nation issues and opportunities from a national and international perspective is considered a strong asset.
<p><i>Starting Compensation:</i></p> <p><i>Benefits:</i></p> <p><i>Location:</i></p>	<p>\$85,000 - \$115,000 (dependent on qualifications and experience)</p> <ul style="list-style-type: none"> • Work/life balance – our workdays are typically 8:00 am to 4:00 pm, weekdays • Retirement contributions of 6% • 100% Employer paid extended health benefits • Generous paid time off • Employee wellness programs • Career development (FNFA believes in mentorship and professional development) <p>The successful candidate will work in the Westbank Offices.</p>
<p><i>Duration:</i></p> <p><i>Application process:</i></p> <p><i>Application Deadline:</i></p>	<p>Full-time position</p> <p>Please email your resume and cover letter with three work-related references of immediate supervisors to: careers@fnfa.ca</p> <p>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.</p> <p>*Qualified persons of Indigenous ancestry will be given preference in accordance with Section 16.1 of the Canadian Human Rights Act and Section 41.1 of the B.C. Human Rights Code; therefore, please self-identify in your cover letter.</p> <p>Until the position is filled.</p>