



# Covering Canada in Moccasins

## JOB DESCRIPTION

### Communications and Social Media Coordinator

**Location:** Hybrid / Moccasin Identifier Office

**Reports to** General Manager

**Employment Type:** Full-time contract, *based on available funding*

### ABOUT

Moccasin Identifier is an Indigenous-led Initiative dedicated to increasing awareness and understanding of Indigenous Treaties and history across Canada. Our mission is to cover Canada in Moccasins, promoting Treaty education and fostering a network of knowledge for Truth and Reconciliation through our education programs and place-knowing installations.

### PURPOSE

The Communications and Social Media Coordinator will play a critical role in executing Moccasin Identifier's communications strategy, with a focus on managing social media content, newsletters, and other public-facing materials. This role requires a strong understanding of Indigenous history, excellent content creation skills, and an ability to develop materials that educate and engage a broad audience. The Coordinator will also be responsible for creating a comprehensive photo library and producing promotional videos for advertising Moccasin Identifier.

### ACCOUNTABILITY

The Communications and Social Media Coordinator will be supervised on a day-to-day basis by the General Manager and will collaborate with other team members to ensure alignment with Moccasin Identifier's mission, values, and communications plan.

## **DETAILED RESPONSIBILITIES AND EXPECTED RESULTS**

### **1) Communications Strategy and Execution**

- Review, update, and implement a comprehensive communications plan for Moccasin Identifier, ensuring alignment with organizational objectives.
- Develop and manage a consistent content calendar across social media platforms, ensuring timely and relevant posts that engage the community and promote awareness of Moccasin Identifier's work.
- Draft and distribute newsletters that keep partners, stakeholders, and the public informed about our programs, events, and milestones.

### **2) Content Creation and Management**

- Develop short videos and creative content for advertising Moccasin Identifier's programs and workshops on social media.
- Build and maintain a photo library of all Moccasin Identifier installations and ensure photos and videos from presentations and events are organized and accessible.
- Create targeted content for specific programs such as the Train the Trainer program, Cedar and Steel laser-cutting business, Canada Heritage national grant plans, Moccasin Identifier workshops, Stencils etc..
- Collaborate on the development of promotional materials, such as posts, welcome kits, and swag items, to support various organizational initiatives.

### **3) Public Engagement and Travel**

- Attend presentations, events, and workshops to capture content and represent Moccasin Identifier, which may involve some travel.
- Serve as a key point of contact for media inquiries and external communications.

## **QUALIFICATIONS**

### **Education and Experience**

- College diploma or university degree in communications, marketing, media studies, or a related field, with at least 2 years of relevant experience in a communications role.
- Experience working with Indigenous communities or on projects related to Indigenous issues is highly desirable.

## **Knowledge, Skills and Abilities**

- Strong knowledge of First Nations, Metis, and Inuit Peoples, and Indigenous cultural practices.
- Excellent written and verbal communication skills, with an ability to create compelling content for diverse audiences.
- Proficiency in social media platforms, including Facebook, Instagram, Twitter, and YouTube.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
- Proficiency in video editing software and content creation tools is an asset.
- Strong organizational skills and attention to detail.
- Willingness to travel for events and presentations.

## **Key Competencies**

- Cultural Competency: Deep understanding and respect for Indigenous cultures and traditions.
- Content Creation: Proven ability to create engaging content for various platforms.
- Organization: Ability to manage complex projects, from social media to photo archives, with a high level of organization.
- Collaboration: Ability to work effectively within a team and engage external stakeholders.
- Creativity: Ability to develop unique, engaging content that promotes the mission and programs of Moccasin Identifier.

## **Other Requirements**

- Flexible hours and travel will be required
- Results of a current criminal reference check including vulnerable sector
- Valid “G” class driver’s license, proof of insurance and ability to travel

## **Application Process**

Interested candidates are invited to submit a resume and cover letter detailing their qualifications and experience, and explaining their interest in the position. Please send

your resume to [admin@moccasinidentifier.com](mailto:admin@moccasinidentifier.com) by January 6, 2025 at 4:30 p.m. ET.

**Moccasin Identifier is an equal opportunity employer and encourages applications from all qualified individuals, including Indigenous Peoples, women, persons with disabilities, and members of visible minorities.**