



WHITECAP DAKOTA NATION

EMPLOYMENT OPPORTUNITY

WDN COMMUNICATIONS OFFICER

We are a modern and progressive Nation located 19 Kilometer south of Saskatoon, and if you are an enthusiastic and dedicated professional, we want to hear from you. We offer competitive compensation, and great benefits! Apply to join our team today and see what the Whitecap Dakota Nation is all about!

POSITION SUMMARY

The Whitecap Dakota Nation (WDN) **Communications Officer** will help direct the flow of information from WDN to interested parties, including the public and employees. The WDN Communication Officer works to educate peers about proper communication practices and assists in developing positive relationships within the community. They should be prepared to field questions and comments from a variety of groups including members of the press and WDN membership. They will be required to have strong expertise in a variety of social media software tools and applications. They will be expected to understand and have expert understanding of all social media platforms and will be expected to speak in public settings.

DUTIES AND RESPONSIBILITIES

The following duties **ARE NOT** intended to serve as a comprehensive list of all duties performed by all employees in this classification, only a representative summary of the primary duties and responsibilities. Incumbent(s) may not be required to perform all duties listed and may be required to perform additional, position-specific duties. In accordance with standards of WDN, and reporting to the Director of Self-Government, the WDN Communications Officer will:

- attend and successfully complete all OH&S training as required / assigned;
- follow all safe work policies and procedures;
- develop, write and edit marketing and communications materials, including press releases, blog posts and social media content for the Nation;
- schedule and promote media events as required;
- prepare and edit communication materials to promote and publicize WDFN policies, events, etc.;
- promote communications and marketing materials through appropriate social channels;
- attend committee meetings as required or requested;
- coordinate the release of the WDN Community Newsletter;
- ensure that all communications and marketing material align with WDN standards;
- work with WDN employees and leadership to support successful and positive communication standards;
- maintain digital media archives including photos and videos;
- coordinate with WDN IT Lead on Information Technologies needs and systems;
- work with communications team members to conceptualize and implement communications strategies and campaigns;
- respond to media inquiries and perform media outreach to achieve brand placement in publications;
- track WDN media and legal coverage and report to senior management on a regular basis;
- track analytics and create reports detailing successes and failures of communications campaigns;
- develop escalation protocols for managing communication crises, should they arise; and,
- other duties as assigned by the Director.

Education and Experience Requirements

- Bachelor's degree in communication, journalism or a closely related field is required
- Strong understanding of Dakota Nation cultural and practical teachings
- Relevant experience in communication roles
- Computer literacy (Design / Photoshop)
- Microsoft Office expert (Word, Excel, PowerPoint, Outlook)
- Superior verbal and written communication skills
- Expert a variety of social media platforms including but not limited to; Meta / Facebook, Twitter, Instagram, Threads, TikTok, and YouTube

Essential Skills

- Exchange of Information – Communication, more than any other skill is the one you will use daily
- Capacity of Writing – You will be expected to produce captivating content in a variety of ways
- Social Media Awareness – social media has reshaped how communication officers communicate with their audiences. You will be expected to produce valuable and interesting content on a variety of platforms
- Interactive Media – Multimedia skills are essential when it comes to presenting online content. Incumbents will be expected to have superior knowledge of how to manipulate various types of media as the Communications Officer

The successful candidate will be subject to an acceptable Criminal Record Check as a condition of employment.

SALARY AND BENEFITS

- Competitive salary based on qualifications and experience.
- Full health benefits, including dental coverage
- Employee and Family Assistance Program
- WDN Pension availability

APPLICATION PROCESS

Submit cover letter and resume by email to:
mstdenys@whitecapdakota.com.

APPLICATION DEADLINE – March 15, 2024

EMPLOYMENT TYPE: Fulltime

WDN would like to thank all applicants for their interest and outreach. However, we will only be contacting those candidates selected for interviews at the end of the posting period.