



Native Council of PEI

Job Posting

Position: General Marketing Coordinator

Hours: 37.5 per week

Wage: \$18 - \$20 per hour based on education & proven experience

Start Date: As soon as possible

POSITION SUMMARY:

The General Marketing Coordinator will develop, implement, and oversee NCPEI's Marketing Plan with a strong focus on raising the visibility, general knowledge, and portfolio of NCPEI. The General Marketing Coordinator will be responsible for the management of marketing campaigns, Gigmanag quarterly Newsletter, social media accounts, media interviews, and program promotions.

REPORTS TO: The Management Team and ultimately the President & Chief of NCPEI

KEY RESPONSIBILITIES

- Develop, implement, and oversee a Marketing Plan focussed on raising the visibility of NCPEI and its programs/services, political stance, and off-reserve Indigenous community.
- Revise NCPEI's Communication strategy for Media releases with a focus on addressing the social determinants of health for off-reserve Indigenous people in PEI
- Providing media/interview training to NCPEI program coordinators, front-line staff, etc.
- Create and implement an editorial calendar promoting, educating and raising awareness of off-reserve Indigenous barriers/issues, programs/services, and community topics of interest that are aligned with NCPEI's Aims & Objectives
- Maintain and provide regular content/updates to NCPEI's Website, Facebook, Twitter and other social media accounts
- Create content and oversee the development and distribution of NCPEI's quarterly Gigmanag Newsletter.
- Prepare and oversee media releases, interviews, news stories, etc.
- Analyze feedback from NCPEI's social media campaign/platforms and make recommendations
- Build strategic relationships and partnerships with other key news/media agencies
- Facilitate, initiate, and respond to media/news interviews pertaining to NCPEI
- Be first-point-of contact for NCPEI's satellite office to respond to inquires and direct calls accordingly



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QUALIFICATIONS

- Diploma/Degree in Marketing/Advertising
- Proficient in Microsoft Office, WordPress, Adobe InDesign, Photoshop and/or similar software
- Must be motivated and work with minimal supervision
- Exceptional written and verbal communication skills
- Ability to simplify complex information into user-friendly format
- Strong attention to detail
- Maintain strict confidentiality of sensitive information
- Critical thinker with strong problem-solving and research proficiencies
- Vulnerable record check is a pre-employment condition

Please submit your cover letter and resume by email to:

humanresources@ncpei.com

Subject Line: General Marketing Coordinator

Competition will remain open until position is filled.

As per section 16 (1) of the Canadian Human Rights Act: Preference will be given to persons of Indigenous ancestry