

Uchucklesaht Tribe Government

Job Description

Title	Communications Coordinator
Classification	
Reports to	CAO
Department	
Budget Authority	
Number of direct reports	

Position Summary

The Communications Coordinator is a full-time position responsible for developing and implementing a communications and information management plan to ensure effective internal and external communication for the Uchucklesaht Tribal Government (UTG) and associated businesses.

The Coordinator is responsible for UTG communications, including internal and external communications, media relations and issues management, brand management, event marketing and also plays a key role in facilitating government, citizen and community engagement activities.

The Coordinator works collaboratively with the Chief and Council, CAO and management team to ensure effective communication with community members, other levels of government and the general public.

Key Accountabilities

- Developing and implementing a communications plan that aligns with the Government's strategic plan.
- Providing communications support to Chief
- Planning and leading public and citizen engagement
- Developing marketing initiatives to support business development.
- Developing strong media relations and proactively engaging the media
- Managing digital communication channels, including creating and integrating content, maximizing use and assessing performance
- Supporting the management team and staff in providing effective information/communications
- Developing crisis communication during an emergency/crisis
- Acting as an UTG ambassador; communicating and promoting UTG initiatives and businesses to a range of audiences at every opportunity.

Communications Manager
July 11, 2023

Job Duties

- Develop and implement the Communications plan including goals and measurable objectives. Monitor effectiveness and trends and ensure message accuracy.
- Provide communications support to Chief and Council including writing speeches and preparing briefing notes.
- Conduct regular community update meetings for citizens to provide updates and solicit feedback on current initiatives upon direction from CAO.
- Facilitate community engagement and consultation by direction of CAO or Chief Councillor to ensure citizens have the opportunity to be fully informed of projects and issues in effort for UTG to be able to provide full, prior and informed consent on projects to governments, regulatory agencies, proponents, etc.
- During a crisis, work with Chief and Senior Management to anticipate issues, gather and disseminate information to the media, citizens and members of the public.
- Develop presentations for Chief and management team. when necessary. Deliver presentations and workshops to council, staff, citizens and the community as required.
- Develop press releases, fact sheets and backgrounders. Coordinate media interviews. Proactively seek media coverage for newsworthy initiatives
- Respond to reporters in a timely fashion, providing them with accurate information, monitoring media coverage as it relates to UTG, and following up with reporters in cases where their stories contain materially factual inaccuracies.
- Act as first point of contact for media outlets. Along with the Chief and CAO, is media spokesperson for UTG.
- Maximize the potential of digital channels. Maintain the online presence, including the government and businesses website, Facebook, Twitter, YouTube, Instagram and any other common communications platforms as they may evolve.
- Develop and maintain an internal staff communications system including intranet/website for staff.
- Provide strategic communications advice to colleagues in resolving communications challenges and managing contentious and sensitive issues.
- Develop key messages and stock answers to frequently asked questions and provide support to frontline staff.
- Develop and monitor a complaint database and implement communication strategies to address recurring issues reported by the frontline staff.
- Plan and attend press conferences, product launches and networking events for UTG and its businesses.
- Design and update UTG promotional materials including compiling and publishing the annual report.
- Work with businesses to develop advertising, program materials, and social marketing campaigns.
- Develop and maintain a current library of photographs, videos, and other graphic elements for use in various mediums and projects.
- Develop and manage the Communication's budget.

Communications Manager

July 11, 2023

2

- Performing other related duties and tasks as required to meet the on-going needs of the organization.

Operational Requirements

- Maintain a high level of professional appearance, accountability, demeanor and ethics.
- Work in a busy environment with frequent interruptions.
- Prepared to work flexible hours including nights, weekends and holidays whenever necessary, especially to address organizational needs.
- High level of interaction with employees, community, and publics.
- Travel may be required.
- Ability to maintain confidentiality.
- Ability to comply with all relevant legislation and regulations, WCB regulations/OHS Standards, and UTG Policies.
- Successful background checks, including Police Information Check, employment verification, reference checks, and education/credential verification.

Education and Experience Requirements

- Post-secondary education in a discipline relevant to communications, marketing, public relations or equivalent
- 3 years of progressive and relevant experience which includes working in the media as well as marketing, corporate communication or public relations experience, preferably in government.
- Experience working with First Nations communities and organizations.
- Strong computer skills and excellent knowledge of MS Office programs and desktop publishing programs, such as Publisher, Adobe Creative Suite, Illustrator, InDesign and Photoshop
- Experience in developing, implementing and evaluating communication plans and materials across a range of different channels and media, including face-to-face engagement.
- A valid driver's license.
- Ability to establish and maintain effective on-going contact with Chief and Council, staff, citizens, community representatives, and the media to facilitate the development and delivery of communication, marketing and engagement programs.
- Excellent editorial and listening skills and the ability to conceptualize, structure and write compelling copy for brochures, presentations, online, newspaper and broadcast media, and corporate reports.
- Demonstrated ability to communicate messages in a professional and engaging manner designed to generate support in a target audience. A portfolio of prior work required.
- Demonstrated ability to plan and deliver community engagement sessions and events.
- Expertise in strategic storytelling, communications, marketing and working knowledge of website best practices, digital and content marketing, as well as communications design, development, and execution.

- Website management experience (content, updates, linkage etc.) and Social Media experience coupled with an understanding of Search Engine Optimization (SEO) and analytics.
- Clear understanding of emerging social media strategies, best practices and industry trends.
- Ability to maintain accuracy while reacting quickly to changing circumstances, shifting priorities, and short deadlines.
- A commitment to working cooperatively in a team environment with Chief and Council, staff, citizens and the public.
- Excellent customer service skills, and a positive and resourceful personality
- A strong understanding of local First Nation world views and cultural practices.
- A comprehensive understanding of local, regional and national political and social economic conditions and values.
- Demonstrated ability and experience in upholding the Uchucklesaht Tribes' organizational values.