



JOB POSTING

COMMUNICATIONS OFFICER, SOCIAL MEDIA AND DIGITAL

The First Peoples' Cultural Council is a First Nations-run Crown Corporation mandated to support Indigenous language, arts and culture revitalization in British Columbia, and is based in Victoria, British Columbia. We are looking for a capable **Communications Officer, Social Media and Digital** to join our team in supporting the success of FPCC programs in B.C.

Summary of the role

The **Communications Officer, Social Media and Digital** works closely with the Communications Manager and the rest of the Communications team to raise the profile of FPCC and contribute to effective communications and information sharing with our stakeholders, including First Nations communities, artists and arts organizations, partners and funders, and the public. The **Communications Officer, Social Media and Digital** develops and implements communications strategies through FPCC's social media platforms, and website tools.

Responsibilities

Overall:

- Develop and implement digital communications plans that align with FPCC's communications
- Collaborate with communications team members to integrate social media, website and online initiatives with other communications activities

Social Media:

- Develop and maintain an editorial calendar for FPCC's social media platforms (Facebook, Twitter, LinkedIn, Instagram).
- Create and manage posts and FPCC's social media presence; monitor and evaluate success.

Digital:

- Work with the communications team to develop content for a new FPCC website.
- Develop and maintain an editorial calendar for the news section of the FPCC website (www.fpcc.ca) and update with success stories and funding calls.
- Write posts, web stories and manage email campaigns across digital platforms; update the FPCC website as needed to support program success.
- Analyze Google Analytics and social media metrics to measure and report on success and look for trends and opportunities.
- Provide writing and content support to other websites managed by FPCC, including www.FirstVoices.com.
- Work with program areas to manage digital communications aspects of the launch of policy guides, funding calls and new program materials, etc., including social media, website posts and emailers



Communications Support:

- Attend community and leadership workshops, conferences and events with the FPCC tradeshow booth throughout the year to provide communications and social media support; provide general event support, as needed.
- Contribute to the development of online and print publications for FPCC as needed
- Provide general communications support to communications staff and program managers in the development of messaging to promote programs and respond to specific issues.
- Perform other related duties as required.

Education & Experience

A Bachelor's degree in Communications, Arts, Social Sciences or related field, supplemented by at least three years of related experience in a communications-related role with a social media or digital focus; or an acceptable combination of education, training and experience.

Skills and Abilities

Must possess demonstrated ability as outlined below:

- Excellent writing skills and research skills with a communications/social media focus.
- Knowledge of marketing and social media planning strategies, content management tools and social media platforms.
- Experience measuring success on various social media platforms, websites and in email communications.
- Experience with design tools to create infographics for social and digital (e.g. InDesign, Adobe PhotoShop, Canva, or other).
- Experience with Hootsuite or other social media management tools.
- Skills in photography and video and asset.
- Knowledge of analytics to measure communications success.
- Exceptional computer skills, including the MS Office Suite
- Ability to thrive in a fast-paced environment.
- Demonstrated tact and judgment in interpersonal relationships.
- Ability to work independently and as part of a team; take initiative.
- Excellent organizational skills, including ability to manage multiple deadlines.
- Demonstrated ability to respond with good judgment to sensitive issues and inquiries in an online environment.
- Ideally brings an Indigenous point of view to the development of materials that describe the importance of what FPCC does and the value of Indigenous arts, heritage, languages and cultures.
- Strong oral communications skills.
- Demonstrated interest in and knowledge of First Nations issues in B.C.

For more information about the First Peoples' Cultural Council, visit: www.fpcc.ca

Please send a resume and covering letter, by December 6, 2018, to:

PeopleLink Consulting Inc.

Email: resume@peoplelinkconsulting.com

Fax: 604.436.2809

Submissions from applicants with Indigenous ancestry are strongly encouraged to apply. Only short-listed candidates will be contacted. All applications will be treated with strict confidentiality.