



AFOA CANADA

Building a Community of Professionals/Bâtir une communauté de professionnels

JOB ADVERTISEMENT – (1) Year Term - Manager, Public Relations

The Organization

AFOA Canada was founded as a not-for-profit association in 1999 to help Aboriginal people better manage and govern their communities and organizations through a focus on enhancing finance and management practices and skills. Our premise is that effective management is key to building social and economic prosperity and essential to successful Aboriginal governance. With over 1,500 members, the Association has evolved into one of the most respected non-political Aboriginal organizations in Canada and internationally, with a reputation for success, a high standard of excellence and a visible commitment to contributing to Aboriginal prosperity and helping create a better quality of life.

The Position

AFOA Canada is seeking a highly qualified, highly driven Manager, Public Relations. Reporting to the President & CEO the incumbent will develop and implement the marketing and communications strategy of AFOA Canada. The position works toward increasing the profile of the Association through the establishment and maintenance of effective relationships between its members, organizations, corporate partners, educational institutions, governments, media and the general public. The incumbent will protect the integrity of the Association through the provision of advice and recommendations to the President & CEO that align with AFOA Canada's mission, vision, values, strategy and culture. The Manager, Public Relations is a member of AFOA Canada's management team, directly supervising the Public Relations Coordinator.

The incumbent is adept at developing and implementing strategic marketing and communication plans, have advanced written and oral communication skills, excellent organizational skills and work effectively with internal clients, external partners, service providers and team mates.

Key Responsibilities

Communications:

Responsible for developing, implementing and maintain public relations material as related to AFOA information, events, chapters and programs, including:

- Prepare briefs, speeches, presentations and press releases as required
- Initiates and maintains contact with the media for interviews, news conferences, etc. This includes responding to public enquiries for information
- Assist and supports the AFOA Canada spokesperson(s) in responding to media and issues management
- Develops and maintains effective relationships with AFOA Canada stakeholders
- Represents the organization at various events
- Gathers research and prepares communications materials for AFOA Canada staff and stakeholders as required
- Develops, implements, maintains and evaluates the communications strategy to inform members and stakeholders of initiatives, policies of government, private businesses and other organizations
- Participates in the preparation and organization of conferences, meetings, ceremonies and other events

Marketing:

Responsible for managing, developing and maintaining marketing material and database, including:

- Develops, implements, maintains and evaluates the marketing strategy and tools to enhance the visibility of AFOA Canada, its branding, products, programs, events and membership recruitment
- Manage the Corporate Membership program and the advertisements sales for the Journal for Aboriginal Management

- Provides assessment of the marketing materials of AFOA products and events and recommends appropriate tactics and delivery channels to the President & Chief Executive Officer
- Develops and maintains a marketing database and target list
- Manages the development, production and delivery of special products/programs, i.e. Journal of Aboriginal Management, and the leadership/youth awards
- Advises member organizations and Manager, Membership & Certification on member issues and promotional/marketing strategies

Information:

Responsible for developing and managing digital and print marketing for AFOA Canada, including:

- Prepares and delivers, where necessary, digital and print marketing materials to increase awareness of the activities of AFOA Canada
- Coordinate the preparation of digital and print brochures, newsletters and other marketing material
- Manages the development and maintenance of the AFOA Canada website
- Manages all E-communications including editing, scheduling and delivery
- Design and implement membership surveys

Corporate:

Responsible for developing and preparing annual reports and budgets, including:

- Identify and develop capacity development, research and revenue generating opportunities and prepare related funding/budgeting submissions
- Prepare written reporting requirements for President and CEO, core and other funding agreements as required.
- Prepare position papers and related guiding documents
- Liaison for French language translation services
- Write, edit and produce the AFOA Annual Report with staff input where appropriate
- Develop and administer the Public Relations annual budget
- Participate in AFOA recruitment processes as required, including, review of job postings

Required Competencies/Experience

- University degree in a related field (i.e. Communications, Public Administration, Business Administration or Arts & Science)
- Five to seven years related work experience and/or training or an equivalent combination of education and experience
- Supervisory skills are an asset
- Advanced written and oral communications skills in English are required. (The ability to communicate in French and/or an Aboriginal language is an asset.)
- Very good knowledge of MS Word, PowerPoint, and Excel as well as other databases and software for publishing and web design.
- The ability to develop and implement social media strategies
- Experience in developing and implementing strategic marketing and communication plans, using time efficiently and able organize and engage others
- Demonstrates ability to develop project plans, direct/coordinate projects, communicate changes and progress, complete projects on time and within budget
- The ability to respond promptly to customer needs; responds to requests for service; meets commitments;
- Sound judgement and attention to detail are essential

Personal Attributes

- Self-starter /takes initiative – Takes initiative in all aspects of work
- Creative and resourceful – Uses research skills to exploit all resources
- Results focused – makes sure the job gets done and done well
- High energy – has high energy required to keep up with a demanding workload
- Highly organized multi-tasker – An effective multi-tasker who uses effective organizational skills to achieve progress
- A driven team player with excellent communication and interpersonal skills

Persons of Aboriginal ancestry are encouraged to apply.

Salary: AFOA Canada offers a generous comprehensive benefit and vacation package. This term position will be employed at the Ottawa location below.

Closing Date: **Friday, July 28, 2017 at 12PM (local time)**
To apply, you can e-mail information to sroundpoint@afca.ca or fax to 613.722.3467 before the closing date.

Individuals who feel they are qualified are invited to submit a cover letter along with a current resume and three (3) work related references.

**AFOA Canada
1066 Somerset Street West, Suite 301
Ottawa, Ontario K1Y 4T3**

Fax (613) 722-3467 Email: sroundpoint@afca.ca

Interviews will be held in Ottawa. AFOA will not cover travel costs.

Only those applications selected for an interview will be contacted.

AFOA Canada reserves the right to cancel or amend job advertisements without notice.