



Treaty and Aboriginal Land Stewards Association of Alberta

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MARKETING & COMMUNICATIONS COORDINATOR Job Description

Position Title: Marketing and Communications Coordinator (MCC) for the Treaty and Aboriginal Land Stewards Association of Alberta (TALSAA)

Location: Hybrid/Remote - Alberta, Canada

Language Requirement: English

Salary Range: \$49,000 - \$56,000 /35-hour Work Week – 8:30 a.m. to 4:30 p.m. MST. Monday to Friday

Level of Security Clearance: This position requires an elevated level of confidentiality, and a recently qualified Canadian Police Information Centre (CPIC) check.

Position Summary & Scope of Work: Under the supervision of TALSAA's Executive Director, the Marketing and Communication Coordinator will assume the following duties:

Marketing

- Coordinate projects relating to digital marketing campaigns and activities, including promoting community events.
- Aid in developing strategies, leading production, and launching campaigns and programs.
- Promote TALSAA and the National Aboriginal Lands Managers Association (NALMA)
- Encourage, support, and market the Professional Lands Management Certificate (PLMCP) and ongoing training/workshops/networking/presentations by TALSAA for Alberta First Nations Land professionals.
- Complete marketing and communication projects on time, on budget, and within scope, while ensuring quality delivery.
- Create an email marketing program for TALSAA, create and keep a database tracking system for TALSAA inquiries and outreach activities.

Communications

- Collaborate with management to develop and implement a communications strategy based on TALSAA's goals and aims to supply relevant service to their target audience and strategic plan.
- Stay abreast of innovative programs and services that will enhance the communications strategies of TALSAA.
- Develop and distribute monthly newsletters to communicate the initiatives of TALSAA.
- Build and sustain a close liaison with Indigenous Services Canada (ISC) and other potential funders to aid with networking, policy rollout, and best practices for distribution of communications materials, or updates from ISC to Alberta First Nations
- Respond to requests for information made by phone, email, or website.
- Contribute to the creation of short videos to focus on land management issues to promote the mandate of TALSAA.
- Help to keep an up-to-date email and contact distribution list of First Nations in Alberta.

- Lead the coordination of national and regional communications activities, including advertising, mail-outs, email blasts and media submissions.

Social Media & Web Site

- Lead in the development of digital media campaigns across channels including social media, website, email, YouTube, and paid social advertising.
- Stay abreast of the latest digital and social media best practices, platforms, and trends.
- Distribute assigned content for TALSAA website, email marketing, and social media channels.
- Maintain TALSAA website and social media platforms.
- Answer general inquiries through TALSAA's available inquiry section on the website.

Reporting

- Create, edit, and publish annual reports, newsletter, and other marketing materials.
- Initiative-taking and insightful reporting, including actionable recommendations, on all active programs and marketing & communications campaigns and helping the TALSAA Executive Director on reporting requirements.
- Assist the Executive Director in supplying specific reporting requirements named by Indigenous Services Canada, as needed, within each year's funding agreement. Including:
 - Periodic activity reports.
 - Outcomes/results reports; and
 - An annual report supplying information relating to attendance at training sessions.
- Assist the Executive Director in producing an annual report on activities, challenges, issues, and successes, relating to Land Management in Alberta for First Nations.
- Help to maintain TALSAA's database of Alberta First Nations of Land Regimes, Membership, Training, and contact information.
- Report Marketing and Communications updates at TALSAA Board meetings as needed.
- Help to support systems for collecting statistical data (i.e., referrals & outreach activities) and service delivery evaluations to create reports.

Events

- Lead with coordinating Marketing and Communications plan for TALSAA's events, including virtual and in-person training sessions.
- Attend any exhibition displays at Regional and National First Nation gatherings as needed.
- Represent TALSAA at conferences and gatherings as needed.

Membership (Assist the Executive Director)

- Help with assessing TALSAA member engagement strategies and training priorities.
- Aid with the development and execution of strategies to engage Alberta First Nation members and non-members by building web traffic and enhancing engagement.
- Help with active outreach to Alberta First Nations about general information, upcoming training activities, tools, and templates.
- Assist the Executive Director with follow-up contact with First Nations, find the status of their activities, and advise on other services, templates, and research materials available through TALSAA.

First Nation Land Management

- Knowledgeable about Federal and Provincial policies of First Nation Land Management is an asset but not necessary.

Position Objectives: The MCC will help with TALSAA's key objectives.

- Assist with an Annual Public Report which includes an overview of programs and services delivered in the relevant fiscal year.
- Design, publish and distribute a variety of informational publications and tools for stakeholders, such as newsletter, annual reports, sample documents, desktop manuals, toolkits, and training tools, which promote land management as a profession, and enhance the profile of land management within Alberta. This will include reporting on relevant land management issues, challenges, and success stories.
- Responsible for the development and implementation of a social media and content strategy to support the organization's mandate.
- Responsible for the day-to-day maintenance of the TALSAA website, social media presence, updates, and data management systems.
- Supply activity reports at the end of each year, which includes receiving disaggregated feedback from members and key stakeholders.
- Serve as a contact for website maintenance, troubleshooting, user requests, and enhancements. Investigates website issues and coordinates resolutions.
- Initiate active outreach activities to First Nations about general information, upcoming training activities, tools, and templates.

Qualifications & Experience

- Bachelor's degree or diploma in Marketing & Communications or Public Relations
- Two or more years of experience in marketing or communications, with proven knowledge of marketing and communications best practices and ethics
- A valid class 5 Driver's License is required.

Level of Authority: The MCC will prioritize and schedule their work under varied circumstances requiring initiative and quick judgment in consultation with the Executive Director, according to established and general policies and procedures. This position requires sound judgment, analytical thinking, thoroughness, and competence.

Work Environment & Location

The work environment will be a combination of a hybrid office setting with service delivery sites that will require travel and may be anywhere in Alberta or Canada, including remote First Nation locations. Work hours will vary as needed and include occasional weekends and evenings (Typical work weeks will be Monday to Friday, 8:30 AM – 4:30 PM MST).

This is a full-time contract position, based on funding, and will be in effect until March 31, 2026, with a possibility of an extension. The successful candidate will be subject to a probation period of three months.

While performing the duties of this job, the employee may occasionally experience individuals/groups dealing with controversial and sensitive issues. Under these circumstances, this position will require a great deal of

professionalism, sound judgment, and diplomacy.

Other

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically needed, and the scope of responsibility. It is not an all-inclusive listing of work requirements. Employees may perform other duties as assigned, including work in other functional areas to cover absences or relief to equalize work in the TALSAA office.

How To Apply: Please email your cover letter, resume and references to TALSAA's Executive Director, Blanche Burnstick, blanche.burnstick@talsaa.ca. The deadline to apply will be August 30, 2024.

Thank you to all who have applied; however, only successful applicants will be contacted.