

## **Coordinator of Strategic Communications and Marketing**

**Location:** Rupertsland Institute, Edmonton, AB

**Closing Date:** February 20, 2020

**Position Status:** Full Time (40 hrs per week)

### **The Organization**

Rupert's Land Institute (RLI) is an affiliate of the Métis Nation of Alberta and has a triple mandate in education, training and research. RLI has a head office in Edmonton and a decentralized network of 10 employment services centres, in addition to two mobile service units, RLI designs and delivers training and education services to more than 100,000 Alberta Métis.

The RLI Vision is: *“A Skilled and Knowledgeable, Self-Reliant Métis Nation.”*

The RLI Mission is: *“To enhance the self-sufficiency and well-being of Alberta Métis through quality education, training, and research.”*

For more information about RLI and its services and programs, visit us at [www.rupertsland.org](http://www.rupertsland.org)

### **The Opportunity**

Reporting to the CEO and the Senior Director, the Coordinator of Strategic Communications and Marketing works closely with the executive team services and consulting firms, as needed, to implement our plan for marketing and strategic communications. The position is responsible for developing associated materials to promote programs and services offered by the Rupert's Land Institute and to create awareness of the RLI mandates and the RLI brand. Key responsibilities include working closely with the CEO and the Senior Director to plan and coordinate marketing and communication strategies targeting a variety of internal and external stakeholders. This includes maintaining the RLI website, coordinating social media accounts, writing and editing publications for consistency, organizing the drafting of annual reports to the community and managing media relations.

### **Responsibilities:**

Communications:

- Oversee media relations, including writing and distributing news releases, respond to media inquiries as directed, and maintain a media kit.
- Oversee internal company communications, including internal announcements and training.
- Lead and manage the Rupert's Land Institute's website and social media advancement; providing updates as required, and to ensure they meet the RLI policy and procedure standards for communications.

- Gain brand recognition for RLI services through strategic and consistent communication with stakeholders and potential stakeholders.
- Coordinate photography, design, film and printing for production and coordinate external contractors as appropriate.
- Develop and maintain an archive of photography and produced materials.
- Maintain regular contact with designated RLI staff to keep abreast of current activities and assist with social media updates and press releases to inform the public of RLI events across the province.
- Lead the creative development, writing, proofreading and editing of various documents including business plans, annual reports, key briefing materials, speeches and presentations, press releases, etc.

#### Marketing:

- Acquire promotional items, internal and external communications, and printed materials for distribution.
- Manages a marketing budget.
- Ensure all marketing adheres to Rupertsland Institute's brand standards, guidelines and overall strategic objectives.
- Supervises the flow of Rupertsland Institute's marketing resources.
- Provide presentation and graphic design services to create advertisements, and other public relations materials for print and other media.
- Create and post approved social media messages. Monitor social media accounts, respond in a timely manner, and report on statistics for social media usage.
- Assist with special events, brochure distribution and related marketing activities.
- Monitor the marketing and student recruitment budget and develop expenditure forecasts as required.
- Develop and deliver staff workshops to inform how staff fit into the RLI communication and Marketing strategies.

#### Qualifications:

- Extensive knowledge of the principles, practices and techniques of oral and written communication.
- Demonstrated experience and skill in graphic design and sound knowledge of desktop publishing for in-house graphics design and production.
- Sound expertise in writing, messaging, managing and framing communication for diverse audiences.
- Solid working knowledge of social media and web technologies.
- Excellent project management skills with a proven ability to develop and organize multi-functional plans.
- Extensive knowledge of Métis culture is an asset.
- Demonstrated ability to organize and write reports for a large diverse readership base.
- Resourceful, takes initiative, and can work independently.

**Education and Experience:**

- A Degree in Communications, Marketing, Public Relations or related discipline.
- Minimum 3-5 years of progressive experience in a similar role.

**Other Requirements:**

- Position will be based at the Rupertsland Institute, Head Office in Edmonton, Alberta.
- Ability to occasionally work weekends and travel as needed.

**Rupertsland Offers:**

- A competitive salary,
- A comprehensive benefits plan including - life insurance, disability, critical illness, 100% coverage on prescriptions, dental & vision,
- Employer matching pension plan,
- Culturally rich working environment,
- Continuous learning opportunities,
- And other perks!

**Does this sound like the perfect position? Apply today!**

To apply, please send your resume to [employment@rupertsland.org](mailto:employment@rupertsland.org) no later than February 20, 2020, quoting job C-MSC.