



# Employment Opportunity

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**Position:** Interim Communication Specialist

**Location:** Niizhwaaching Aanikoobijigeng Gikinoo'amaadiiwigamig,  
Fort Frances, Ontario

**Start Date:** May 2024

**Deadline:** April 23, 2024 at 4:30 PM CST

**Duration:** 15 month contract position

**Wage:** \$32.97/hour, 35 hours per week

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**How to apply:** Please send a cover letter, resume, and three employment-related references (one of which must be from a current/recent supervisor) via one of the following:



**Email:**

Attn: Human Resources Department  
[human.resources@7generations.org](mailto:human.resources@7generations.org)



**Mail:**

Attn: Personnel Committee  
Seven Generations Education Institute  
1452 Idylwild Drive, PO Box 297  
Fort Frances, ON, P9A 3M6



**Fax:**

Attn: Personnel Committee  
(807) 274-8761

Please direct any questions regarding this opportunity to Christine Woolsey, Director of IT and Media at [christineb@7generations.org](mailto:christineb@7generations.org)

We would like to thank everyone for their application, but only those individuals selected for an interview will be contacted. Accommodation in the recruitment process is available upon request by contacting Human Resources.



# Interim Communications Specialist

Job Description, Niizhwaaching Aanikoobijigeng Gikino'amaadiwigamig, Fort Frances Campus

## General description

The Communications Specialist is involved in all aspects of the development and implementation of Seven Generations Education Institute's media-based communications strategies. The Communications Specialist is responsible for promoting and protecting the organization's reputation by developing and executing strategies for brand-building, promotion, and internal and external communications.

## Qualifications and skills

1. Diploma or bachelor's degree in any of the following fields: Communications, Marketing, Journalism, Public Relations or related field
2. Three (3) years experience working in a Communications, Marketing or Public Relations role would be considered an asset.
3. An equivalent combination of education and experience may be considered on a case-by-case basis.
4. Must possess excellent writing, editorial, and graphic design skills.
5. Demonstrated success curating social media content, managing accounts, and monitoring engagement.
6. Must be highly organized with strong project management and teamwork skills.
7. Must have a working knowledge of WordPress, Microsoft software, Adobe software (Photoshop, Lightroom, InDesign, Premiere, Acrobat, etc.), Final Cut Pro, Canva, MailChimp, and other public relations tools.
8. Photography, video, and video-editing skills are an asset.
9. Excellent written, verbal, and interpersonal skills, and editorial abilities.
10. Ability to multitask and organization skills.
11. Have knowledge and skills to monitor social media platforms and schedule activities.
12. Project management skills, meet tight deadlines and execute projects in a fast-paced environment.
13. Ability to be an influential communications consultant internally and externally.
14. Work independently and in a team setting.
15. Maintain confidentiality, with a high level of accuracy regarding the information and sources.
16. Have positive and professional relationships with internal and external stakeholders and work effectively with all employees.

**Supervisor:** Director of Information and Technology



## Job duties/responsibilities

1. Develop content for and manage all SGEI social media accounts.
2. Develop and pitch media stories to relevant news outlets. Arrange and facilitate interviews.
3. Ensure external communications adhere to brand standards (messaging, narrative, and visuals).
4. Prepare and design materials on behalf of the organization including, but not limited to annual reports, newsletters, and program marketing and recruitment materials.
5. Write and update web content.
6. Measuring external and internal Media-based communication plans, leading, developing, and implementing the plan.
7. Perform regular social media research and analyses to ensure that content engages target audiences and aligns with brand standards.
8. Coordinate with departments and administration to write, prepare, and design annual reports, strategic plans, and other communications.
9. Inform staff of interdepartmental upcoming events and initiatives through various internal communications.
10. Liaise with the administration to prepare hiring packages for all new employees.
11. Work with Marketing and IT staff to update web content as needed.
12. Provide staff with event planning assistance and promote events as required.
13. Develop, manage, and update organizational brand standard guidelines.
14. Collaborate with marketing and subject matter experts on various media responses and channels when required.
15. Develop written materials such as press releases, Q&A, media standby statements on brand and organizational issues may be needed from time to time.
16. Proactively pitch brand and SGEI's stories while building relationships with key media contacts and identify opportunities through media outlets as appropriate.
17. Assist with developing videos to promote SGEI Programs.
18. Develop photos of students, classrooms, etc., to promote SGEI.
19. Photograph events at all SGEI campuses as required.
20. Create Adobe fillable forms for all SGEI forms (travel cheque requisitions, etc.).
21. Provide guidance and direction within SGEI and review all SGEI's materials to ensure communication is accurate, relevant, and consistent with Seven Generations Education Institute's vision, mission, and strategic goals.
22. Ensure coordination and communication of messages and news to internal and external audiences.
23. Evaluate the effectiveness of communications initiatives and communicate results back to IT Team.
24. Maintain the online communications strategy to ensure alignment with internal communications strategy, including day-to-day content development and functional enhancements.
25. Serve as an editor and provide communications content for SGEI.



26. Serve as liaison to the Information and Technology Team.
27. Liaise and collaborate with other departments within SGEI and help provide creative solutions to communication problems.
28. Lead internal communications resources to all departments when required.
29. From time to time, the duties may change.
30. Adhere to the policies and procedures of SGEI.

## Relationships

### Internal

1. Works positively and professionally with staff and students
2. Provide reports to the Director of IT

### External

1. Work professionally and positively with organizations, agencies, communities, and partner institutions

## Working conditions

- Typically works indoors in semiprivate office space. Exposed to moderate levels of noise on a frequent basis. May be exposed to behaviourally difficult clients or members of the public on rare occasions.
- May be exposed to inclement weather on occasion. Required to travel in all weather conditions on an occasional basis.
- May be required to work overtime, evenings and weekends on an occasional basis, as directed.
- Ability to attend and facilitate presentations when required
- Work involves fine movements where speed is a moderate consideration.
- Work requires a high degree of concentration for moderate periods on a daily basis.
- Work requires prolonged visual exposure to computer screens.

## Conditions of Employment

- Must provide a satisfactory criminal background sector check as the incumbent will interact with staff and students of all ages on a one-on-one basis from time to time.
- Must maintain a valid Class 'G' Driver's license due to the requirement to travel to other campus and office locations.