



---

## Job Posting

### Communications Specialist

---

#### **About SERDC:**

Southeast Resource Development Council (SERDC) is a dynamic Indigenous-led non-profit organization that focuses on the needs of our member communities. We strive to make a meaningful impact by supporting our people through on and off-reserve programs and services.

We serve eight member communities consisting of Berens River First Nation, Brokenhead Ojibway Nation, Bloodvein River First Nation, Black River First Nation, Hollow Water First Nation, Little Grand Rapids First Nation, Pauingassi First Nation and Poplar River First Nation.

#### **What we offer:**

- Comprehensive benefits package
- Pension
- Support work-life balance, including personal days, cultural leave, sick time, and a minimum of three weeks' vacation

#### **Conditions of Employment:**

- Must produce a satisfactory Criminal Record Check (including Vulnerable Sector Search).
- Must produce a satisfactory Child Abuse Registry Check.
- Must produce a satisfactory Adult Abuse Registry

Check. Salary commensurate with experience.

SERDC recognizes the importance of building an exemplary service delivery organization. We are committed to employment equity, diversity, and inclusion, and are proud to support career opportunities for Indigenous peoples to reflect the communities we serve.

**Preference will be given to qualified SERDC community members or First Nation applicants who voluntarily self-declare in their application.**

\*Reasonable accommodation is available upon the applicant's request.\*

We thank all applicants for their interest in this position; however, we will only be contacting candidates selected for interviews.

**Closing Date:** All applications must be received by **April 3<sup>rd</sup>, 2026 at 4:00PM**

**How to Apply:** Apply on our website and specify the position of interest <https://serdc.mb.ca/careers> .

<b>Job Title</b>	<b>Communications Specialist</b>
<b>Reports To</b>	Tribal Director
<b>Division</b>	Administration

### **Job Purpose**

Under the direction of the Tribal Director, the Communications Specialist is responsible for coordinating the organization's day-to-day communications initiatives. This position actively engages and collaborates with key personnel throughout the organization to develop and implement effective communication materials, tools and activities to support the organizations strategic objectives.

### **Duties and Responsibilities**

#### **1. Communications Strategy & Planning**

- Develop and implement organization-wide communication plans aligned with SERDC's strategic goals.
- Maintain messaging consistency across all platforms and materials.
- Advise leadership on communication strategies related to organizational priorities, issues, and initiatives.
- Work with external First Nations organizations to develop effective communication channels.
- Share new/best practices to maximize efficiency.

#### **2. Content Development and Management**

- Write, edit, and produce content including but not limited to speeches, newsletters, annual report, memos, presentations, website content, social media posts, media releases, and promotional materials.
- Prepare and maintain organizational briefing materials for senior leadership on programs and initiatives.
- Collaborate in the design of SERDC annual report(s) and provide a summary of communications activities and metrics for the communications section.
- Provide editorial support and ongoing feedback to program staff to translate research into compelling key messages and stories that resonate with priority audiences.

#### **3. Digital Media & Publications Administration and Coordination**

- Oversee SERDC's social media platforms and website, and train designated alternate staff for succession planning purposes.
- Lead the development and production of NOONGOM, a bi-annual community-based news medium, working with program staff to gather stories and contributions that highlight key initiatives, community impact, and achievements.
- Maintain a database of high-quality photos of communities, SERDC activities and events to be used in various media and publications.
- Maintain communication calendars and project timelines.
- Manage inventory of templates, photos, and digital assets.

#### **4. Stakeholder & Media Relations**

- Draft media releases and respond to media inquiries in coordination with leadership.
- Support event promotion and organizational announcements.
- Provide day-to-day communications support, and/or advice to staff.
- Participate in events and meetings in a communications capacity as assigned by the Tribal Director.

## 5. Community Engagement and Storytelling

- Support community-based storytelling that highlights successes and lived experiences.
- Gather stories, photos, and testimonials from program staff and community members.
- Attend events and community functions as required to support relationship-building and communications.

## 6. Branding and Design Support

- Ensure brand standards are applied consistently in all communications.
- Assist with basic graphic design and layout for publications and marketing materials.
- Coordinate with third-party designers and printers when required.

## 7. Other related duties as assigned.

## Qualifications/Skills

### Education

- A diploma or degree in Communications or in Marketing from a recognized post-secondary institute. An equivalent combination of education & experience as determined by SERDC will be considered.

### Knowledge, Skills and Experience

- Minimum of three (3) years relevant work experience and training relevant to communications and marketing.
- Advanced computer skills and experience working with design programs.
- Knowledge of Windows, Microsoft Office and Social Media platforms is necessary.
- Knowledge of Adobe Illustrator/Photoshop would be an asset.
- Knowledge of First Nations culture, language, history, governance, and issues.
- Experience and proven ability to work collaboratively with First Nation organizations.
- Excellent verbal and written communication, time management, organization, and prioritization skills.
- Capable to communicate clearly, complicated information and a strong attention to detail, especially in written work.
- Exceptional research, writing (including proposal writing), editing, layout and presentations skills.
- Writing/creating/producing materials across a variety of platforms (i.e. electronic, print, social media, video, radio, etc.).
- Meticulous attention to detail including well-developed analytical skills and strategic thinking.
- Advanced knowledge of social media platforms and keeping up to date with communication trends.
- Ability to work independently and within a team environment.
- Must have a valid Manitoba Driver's license and access to reliable insured vehicle.
- Understanding, sensitivity, and cultural awareness of the social and cultural history of Indigenous peoples.
- Knowledge and experience working in or with southeast First Nation communities.
- Ability to obtain and maintain a clear criminal record check with vulnerable sector search, child and adult abuse registry check.

### **DESIRED:**

Ability to speak Anishnaabe language.

### **Working Conditions**

- Willing and able to travel by all forms of transportation, to remote and northern First Nation communities in Manitoba.
- Generally, work in an office environment.
- Working a standard work week.
- Additional hours beyond the standard regular hours of work may be required at times.

### **Physical Requirements**

- Ability to sit at a desk and use a computer for extended periods of time.
- Ability to lift and transport materials or equipment (e.g., banners, print materials) up to 25 lbs.