

MULTIMEDIA COMMUNICATIONS OFFICER

Authority

The Multimedia Communications Officer works under the supervisory function of the Director of Instructional Services.

Purpose

The Multimedia Communications Officer will coordinate communications for the Manitoba First Nations School System (MFNSS) through engagement with MFNSS participating First Nations, MFNSS and MFNERC staff and internal and external partners. The Multimedia Communications Officer will have a high degree of knowledge and competency in desktop publishing, creative and technical writing, and writing for social media, mass media and the website. A demonstrated respect for First Nations knowledge, languages and cultures; and fluency in a First Nations Language is desirable for this position.

Specific Responsibilities

1. Gather, develop and write material from a variety of sources (e.g., First Nations, MFNSS schools, program units, and staff within the school system) for sharing on school webpages, social media and MFNERC and MFNSS websites;
2. Maintain all MFNSS external communications, i.e., website and newsletters in collaboration with MFNERC;
3. Create and develop digital images, video, and textual animation to enhance websites and communication strategies;
4. Support MFNSS/MFNERC and related community events: e.g., promotion and/or documentation;
5. Promote the MFNSS externally at conferences, meetings, exhibitions, as requested;
6. Organize, track, and update existing and create new communications materials as needed;
7. Interview persons and seek out stories to write and record on websites and publications;
8. Write timely blog posts about researched events/topics;
9. Ensure annual reports, system and school documents, policies, and all written publications are formatted professionally and published as needed;
10. Ensure compliance with approved MFNSS/MFNERC brands, key messaging and writing standards;
11. Organize, plan, and assist with MFNSS projects, initiatives and events as requested;
12. Coordinate on-boarding activities with the Community Liaison Officer to promote MFNSS/MFNERC to First Nations in Manitoba;

13. Liaise with media and manage requests for interviews, statements, etc. upon approval from the Executive Director of MFNERC or designate;
14. Assist in communication of strategies or messages from Senior Leadership;
15. Support MFNSS/MFNERC social media communication;
16. Maintain MFNSS/MFNERC Year at a Glance; disseminate calendar via website calendars, and school display calendars;
17. Procure promotional merchandise for external communications;
18. Ensure readability: appropriate vocabulary (grade-specific, plain language), clean typographic elements (font size, line height, sufficient white space), and accessible and appealing graphics to relay the story;
19. Organize and assist with content of resources created by system and school staff for publication;
20. Conduct research on media techniques and design ideas to keep up-to-date on news items and website content designs;
21. Record, edit, encode, and ensure safe storage of work files;
22. Work closely with the school system staff to ensure efficiency and to maintain a collaborative environment;
23. Foster relationships with First Nations and advocates;
24. Other duties as assigned.

Qualifications

Education & Experience

- Post-secondary diploma/degree/training in an accredited program, e.g., Communications, Fine Arts, Digital Multimedia Technology Program, or equivalent degree/experience;
- Minimum of 5 years of experience in communications field;
- Strong writing and editing skills are a must;
- Blogging experience and familiarity with WordPress;
- Knowledge of social media;
- Ability to research and write articles to short deadlines;
- Familiar with the latest desktop publishing software;
- Awareness of Manitoba First Nations education development, reform and socio-economic conditions of First Nations communities;
- Awareness of communication systems, networks, and protocol among First Nations communities and organizations;
- Ability to relate to and communicate with a team of professionals;
- Excellent oral and written communication skills;
- Strong time management and organizational skills and the ability to work under pressure;

- Ability to handle and prioritize multiple tasks and meet all deadlines;
- Professional behaviors that personify strong work ethics;
- Ability to work independently and cooperatively in an interdisciplinary team of professionals;
- Ability to travel to First Nation communities within Manitoba.
- Experience managing programs, budgets and reporting;
- Comprehensive knowledge of Adobe Creative Suite and Microsoft Office applications;
- Ability to work in fast-paced environment and manage a variety of projects;
- Demonstrated organizational, oral and written communication, interpersonal and presentation skills;
- Ability to handle and prioritize multiple tasks and meet all deadlines;
- Ability to work independently and cooperatively in an interdisciplinary team of professionals;
- A demonstrated respect for First Nations knowledge, languages and cultures;
- Ability to speak a First Nations Languages would be an asset;
- Excellent interpersonal and cross-cultural skills to work in a First Nations environment;
- Valid Class 5 Driver's license and ability to travel extensively to First Nations when required;
- Satisfactory Criminal Record/Vulnerable Sector and Child Abuse Registry checks.