



Lax Kw'alaams Band
206 Shashaak Street,
Lax Kw'alaams, B.C. VOV 1H0
PH: 250-625-3293 F: 250-625 -3246

JOB OPPORTUNITY

Manager of Communications and Public Relations – Maternity Term Position (12 months)

Date Classified: May 17, 2024

Business Unit: Administration

Location: Prince Rupert or Lax Kw'alaams, BC

Reporting to: Chief Administrative Officer

The Lax Kw'alaams Band has an immediate opening for a full-time Manager of Communications and Public Relations – Maternity Term Position (12 months). They would perform a variety of tasks, such as the creation, development and management of external communications across a variety of platforms and mediums. You are expected to be self-motivated, self-directed and take the initiative in completing timely tasks.

Duties and Responsibilities will include but not be limited to:

- Manage the Lax Kw'alaams Band's executive and administrative communications, marketing and media activities, including the development of approved communications plans and programs
- Translate the strategic priorities of the Lax Kw'alaams Band council and administration into external communications strategies, programs and initiatives
- Continually review and develop the Lax Kw'alaams Band's communications strategic priorities with stakeholders as needed, ensuring deliverables are within the scope of external communications
- Develop external communication policies, for review by Lax Kw'alaams elected leadership
- Research and develop content to support presentations, advertisements, website and digital content, brochures, and other Band communication marketing assets
- Track and support Band involvement in presentations, meetings and community, annual and special events, especially with respect to coordination of presentation material
- Manage the annual advertising calendar and advertising material development, placement and advertisement tracking/reporting (print, radio, social, TV as needed)
- Support work with external suppliers to ensure communication products are produced and delivered according to set budgets and timelines
- Monitor and report on media coverage of the Band
- Track and maintain reporting on the effectiveness of communications activities quarterly or bi-annually
- Review, manage and update communications assets, including rebranding campaigns as needed
- Provide specialized expertise and guidance concerning community engagement to department heads, as requested
- Work with internal and external stakeholders to identify priorities – including council, staff, community members, federal, provincial and municipal governments and other NGO's
- Supervise communications staff and conduct employee performance reviews
- Work with stakeholders and communications staff to write and produce an annual report to the membership, along with other communications materials

- Serve as the media contact for formal external communications, including press releases
- Build and maintain relationships with local media outlets
- Perform all other tasks within the scope of the position, as assigned by the CAO

Education, Experience and Knowledge

- 5 years of related work experience
- An undergraduate degree in Communications or a related field is an asset, or a combination of education and work experience may be considered for an otherwise viable candidate
- Proven experience in supporting successful communications, media relations, events and corporate reputation initiatives
- Excellent verbal and written communications skills, including editing
- Solid time management and prioritization skills, with the ability to juggle multiple and sometimes competing priorities simultaneously. Highly organized and detail oriented
- Strong proficiency in using a suite of applications; including Microsoft Office Suite, WordPress, Canva, and Adobe Creative Cloud products
- Knowledge of social media account and platform management and digital marketing tools
- Highly motivated and able to work independently and as a part of a team
- Able to deal with people sensitivity, tactfully, diplomatically, and professionally at all times

Working Conditions

- Ability to demonstrate a commitment to embodying a healthy lifestyle.
- The successful candidate may be asked to provide a current Criminal Record Check, including a Vulnerable Sector Screening as a condition of employment.
- Remain in full compliance with all public health orders and Band policies.

Compensation & Benefits

- Salary \$ 80,000-\$85,000 commensurate with education, qualifications and experience
- This position is open to all genders

Submission Deadline:

- May 31, 2024
- Pursuant to Section 41 of the BC Human Rights Code, preference may be given to applicants of Indigenous Ancestry.
- We invite all interested parties to reply in the strictest confidence to the Human Resources Department: hr_mgr@laxband.com