



JOB DESCRIPTION
British Columbia Aboriginal Land Managers Association (BCALM)
MARKETING & COMMUNICATIONS COORDINATOR

Position Title

Marketing and Communications Coordinator

Location

Armstrong BC
Hybrid/Telecommuting (Remote) (Must live in BC region)

Language Requirement

English

Annual Salary

\$ 50,000.00 - \$55,000.00 based on a 35-hour work week

Level of Security Clearance

This position requires a high level of confidentiality, and a recently qualified Canadian Police Information Centre (CPIC) check

Position Summary

Under the supervision of the Executive Director, the Marketing and Communication Coordinator will:

- Collaborate with management to develop and implement a communications strategy based on BCALM's goals and objectives to provide relevant service to their target audience.
 - Carry out the goals of the BCALM communication plan in conjunction with the association's strategic plan
 - Maintain and manage website and social media platforms
 - Act as the project manager for assigned traditional and digital marketing campaigns and activities, including community events
 - Assist in developing creative strategy, leading production, and launching campaigns and programs
 - Create, edit, and publish annual reports, newsletter, and other marketing materials
- Seek opportunities to enhance the profile of BCALM through appropriate brand development
- Stay abreast of new programs and services that will enhance the communications strategies of BCALM
 - Coordinate BCALM events as required, including virtual and in-person events, conferences, and meetings.

Coordinate BCALM events as required, includes in person and online virtual events

- Build and sustain a close liaison with Indigenous Services Canada (ISC) and other potential funders to assist with networking, policy rollout, and best practices for distribution of communications materials, or updates from ISC to BC First Nations

Assist in carrying out of the goals and objectives of BCALM

Promote the role of the Regional Lands Association (RLA) throughout Canada, as well as the promotion and support of National Aboriginal Lands Managers Association (NALMA)

- Promote BCALM and the National Aboriginal Lands Managers Association (NALMA)

- Encourage, support, and market the Professional Lands Management Certificate (PLMCP) and ongoing professional development for First Nation Land Managers in BC.
- Ensure marketing and communication projects are completed on time, on budget, and within scope while maintaining the highest quality of delivery
- Responsible for all internal communications and day-to-day communication of project statuses, adjusting resources and priorities accordingly
- Assessing BCALMA member engagement strategies and campaign priorities
- Digital Marketing: Assist in the development of digital media campaigns across channels including social media, website, email, YouTube, and paid social advertising
- Develop and execute strategies to engage Alberta First Nations into becoming BCALM members by building web traffic and enhancing engagement
- Create an email marketing program for TALSAA, create and maintain a database tracking system for TALSAA inquiries and outreach activities.
- Respond to requests for information made by phone, email, or website.
- Proactive and insightful reporting, including actionable recommendations, on all active programs and marketing & communications campaigns and assisting the TALSAA Executive Director on reporting requirements.
- Stay abreast of the latest digital and social media best practices, platforms, and trends.
- Knowledgeable regarding Federal and Provincial policies regarding First Nation Land Management.
- Create and manage content marketing calendar.
- Distribute assigned content for TALSAA website, email marketing, and social media channels
- Perform other duties as requested and required

Position Objective

The position will assist with the following key objectives of BCALM:

- Produce an Annual Public Report which includes an overview of programs and services carried out/delivered in the relevant fiscal year;
- Design, publish and distribute a variety of informational publications and tools for stakeholders, such as newsletter, annual reports, sample documents, Desktop Manuals, Toolkits, and training tools, which promote land management as a profession, and enhance the profile of land management within British Columbia, which will include reporting on relevant land management issues, challenges, and success stories;
- Responsible for the development and implementation of a social media and content strategy to support the organization's mandate;
- Responsible for the day-to-day maintenance of the BCALM website, social media presence, updates, and data management systems;
- Provide activity reports at the end of each year, which includes receiving feedback from members and key stakeholders;
- Serve as a contact for website maintenance, troubleshooting, user requests, and enhancements. Investigates website issues and coordinates resolutions;
- Initiate active outreach activities to First Nations regarding general information, upcoming training activities, tools, and templates;

Level of Authority

Perform a wide variety of administrative and planning duties independently and (depending on location, remotely). Setting priorities and scheduling own work under varied circumstances requiring initiative and quick judgment in consultation with the Executive Director, according to established and general policies and procedures. Requires sound judgment and analysis; capable of contingency action; thoroughness, and competence, where failure to perform effectively and efficiently could seriously impact operations.

Scope of Work

Financial Management

1. In collaboration with the Executive Director, assist in the management and development of the communication budget and financial requirements in accordance with funding agreement and BCALM policy, including the preparation and securing of contracts;
2. Provide input in the development funding proposals for BCALM as required.

Communications Activities

1. Attend any Exhibition Displays at Regional and National First Nation gatherings; as required;
2. Assist in the creation of a BCALM website and maintain the BCALM website
3. Create and sustain BCALM's social media outlets (Twitter, Facebook);
4. Contribute to the creation of short videos to focus on land management issues to promote the mandate of BCALM;
5. Develop monthly newsletters to communicate the initiatives of BCALM;
6. Assist with the development and execution of BCALM's Communication Strategy;
7. In collaboration with the Executive Director, contribute to and design the Annual Public Report.

Community Outreach Activities

1. Initiate active outreach to British Columbia First Nations regarding general information, upcoming training activities, tools, and templates;
2. Initiate follow-up contact with First Nations to determine the status of their activities, advise on additional services, templates, research materials, etc. available through BCALM;
3. Obtain information and provide technical support to mitigate or resolve issues impeding progress;
4. Assist with coordinating national and regional communications activities, including advertising, mail-outs, email blasts, media submissions, press releases, etc.

Reporting

1. Assist the Executive Director in providing specific reporting requirements and obligations identified by Indigenous Services Canada, as required, within each year's Funding Agreement and may include, but not be limited to, any of the following:
 - a) Periodic activity reports;
 - b) Non-audited/audited financial statements;
 - c) Outcomes/results reports; and
 - d) An annual report providing information on the expenditures and activities and budgets on the activities undertaken each year;
2. Assist the Executive Director in producing an annual report on activities, challenges, issues and successes; relating to Land Management in BC for First Nations;
3. Assist in establishing and maintaining a database of BC First Nations regarding Land Regimes, Membership, Training, and contact information.

Office Administration

1. Assist in the creation and maintenance of database and filing systems for all relevant BCALM inquiries, referrals, and evaluations;
2. Prepares typed documents including; letters, memorandums, reports, newsletters, board reports, brochures for delivery;
3. Develop and adapt office systems, procedures, and improved work methods;
4. Proofreads and modifies grammar, spelling, and punctuation of all documents before submitting for signature or mailing;
5. Answers requests for general information made by telephone or email concerning services offered by BCALM;
6. Operates and interacts as a team member within BCALM to provide office support services;
7. Initiates and completes regularly recurring reports.

General

1. Answer general inquiries as required through BCALM's available inquiry section on the website.
2. Collaboratively create individual annual work plan with the Executive Director, in accordance with the funding agreement;
3. Assist in establishing and maintaining an up-to-date email and contact distribution list of First Nations in British Columbia;
4. Assist in the preparation and delivery of presentations as required;
5. Represent BCALM at conferences and gatherings as needed;
6. Maintain cordial and professional relationships with ISC Headquarters and BC Region staff;
7. Assist in the implementation of BCALM's strategic plan
8. Assist in the creation and implementation of BCALM's communication plan
9. Assist in creating a communication schedule, work plan, resources plan, and budget costs;
10. Prepare and deliver written reports to the Executive Director as required;
11. Attend BCALM Board meeting as required;
12. Assist in the development and distribution of tools relating to:
 - a. best practices;
 - b. monthly newsletters
 - c. toolkit training manuals and information publications
 - d. brochures;
13. Assist in the continuation of communication activities, such as:
 - a. creating and distributing information publications; and
 - b. maintenance of a website;
 - c. assisting the Executive Director to prepare press releases as required.
14. Assist in establishing and maintaining systems for collecting statistical data (i.e., referrals, outreach activities, etc.) and service delivery evaluations.

Work Environment

Work is generally performed in an office setting; service delivery sites may be anywhere in British Columbia or Canada, including remote First Nation locations; hence, some cross-Canada travel may be required. Work hours will vary as needed and include occasional weekends and evenings (Typical work weeks will be Monday to Friday, 8:30 AM – 4:30 PM).

While performing the duties of this job, the employee may occasionally experience individuals/groups dealing with controversial/highly sensitive issues. Under these circumstances, this position will require professionalism, sound judgment, and diplomacy.

Other

The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements.

Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief to equalize work in the BCALM office.

Employee Name

Cindy Couch
BCALM Executive Director

Date

Date