Selkirk First Nation

A. Position Title: Communications Officer

Department: Governance
Supervisor: Director Governance
Job Classification: Level 5 (under review)
Date: August 1, 2015
Status:

<table>
<thead>
<tr>
<th>Permanent Full-time/Part-time</th>
<th>X</th>
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<tr>
<td>Term Full-time</td>
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<tr>
<td>Permanent Part-time</td>
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<td>Casual Full-time</td>
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<td>Casual Part-time</td>
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<td>Auxiliary</td>
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B. Job Summary:

Reporting to the Director Governance, the Communications Officer is responsible for providing professional communication services, advice and support to Selkirk First Nation Government and administration; planning, developing and implementing a comprehensive integrated Communications Program that reflects the Selkirk First Nation’s strategic direction, priorities, policies, programs and initiatives; Researching, preparing, obtaining approval for and publishing original content on behalf of Selkirk First Nation publications, including Selkirk First Nation (quarterly) newsletter; providing all administrative functions within the communications area; coordinating or assisting in the coordination of community meetings, events or special events ; and other duties as assigned.

C. Main Duties:

1. Providing professional communications services, advice and support to Selkirk First Nation Government and administration by:

   External Communications Support:
   • Developing positive and professional relationships and working directly with the media in a timely manner to communicate Chief & Council priorities, as well as information on Department programs and initiatives, ensuring consistent and effective messaging on behalf of Selkirk First Nation
   • Coordinating media interviews and reviews key messaging with Chief & Council, and senior managers and staff as applicable.
   • Planning, coordinating and attending media events, facilitating on site interviews and follow-ups as required.
   • Preparing communications materials such as press releases, speaking notes and publications for the Chief's, Deputy Chief's and/or Senior Management's use as required. Assisting in the preparations of speeches and presentations to be delivered by Selkirk First Nation leadership and staff.
   • Monitoring the news media, reviewing local and national media reports, providing time-sensitive issues management analysis and briefings to Chief & Council, and senior management on issues pertaining specifically to Selkirk First Nation, and
generally to other First Nations.

- Maintains a database of media activity, briefings, and recommendations provided, ensuring appropriate distribution depending on the issue.
- Maintaining and updating SFN electronic media including the SFN website, Facebook page(s) and other social media platforms, updating events, calendars, news items, Chief & Council messaging, employment opportunities, departmental content, training and educational opportunities and deadlines, and general content, developing new materials as required and staying abreast of web and social media technology developments, methods and platforms
- Providing training and instruction on the use of the web and social media as appropriate.

**Internal Selkirk First Nation and Administrative Communications Support**

- Preparing and arranging printing of letterhead, business cards, department brochures and other materials intended for internal and/or citizen communications, ensuring consistent and effective messaging and visual identity, developing templates for easy use.
- Assisting leadership in preparing and delivering information and communications with staff
- Preparing, coordinating and/or assisting in the preparation of information materials and reports for General Assemblies.
- Attending Senior Management, Chief & Council and other meetings as requested as a technical advisor
- Producing an annual report on SFN communications

2. Plans, develops and implements a comprehensive integrated Communications Program that reflects the Selkirk First Nation’s strategic direction, priorities, policies, programs and initiatives by:

- Working with communications professional(s) and SFN leadership to develop an organization-wide integrated communications strategy.
- Prepares and implements SFN annual, and specific communications plans for General Assemblies, Community Consultations, Referendums, and any other SFN Government initiatives or events.
- Compiling and maintaining SFN “hot issue” and “accomplishment” listings for use in SFN communications
- Preparing Annual reports, working with SFN staff to drafts and/or editing and integrating departmental submissions

3. Researches, prepares, obtains approval and publishes original content on behalf of Selkirk First Nation publications, including Selkirk First Nation (quarterly) newsletter by:

- Attending meetings, conferences and gatherings within the traditional territory, and elsewhere as approved by the supervisor to gather information and remain current in key areas of SFN responsibility, taking photographs and gathering information by recording as notes, videos or audio,
- Writing, editing submissions from others, editing photos, video and audio.
- Producing or coordinating the production of final products by layout/design work, liaison with printer services.
- Prepares and / or provides assistance preparing; notices, bulletins, brochures, flyers, posters and advertisements for Director Governance, Executive Advisor or Department / Program Heads.
- Develops the Selkirk First Nation (quarterly) Newsletters to inform SFN citizens of services, events, stories, as well as SFN Government activities and updates, based on input from Chief and Council, the Director Governance, Executive Advisor, Department Directors and staff, the General Assembly, Elders Council, Family Heads and the SFN Community.
4. Provides all administrative functions within the communications area by
   • Maintaining an historical record and archival file of all communications activities, materials and events,
   • Managing the communications budget
   • Inventory and maintenance of all SFN’s communications equipment
   • Managing contracts for communications materials and services, working with consultants and contractors.

5. Coordinates or assists in the coordination of community meetings, events or special events by:
   • Consulting with hosting department, determining needs and requirements
   • Recruiting, hiring, supervising and evaluating event staff
   • Managing project and event budgets, including preparation of event reports and evaluations

6. Other Duties:
   • Participates on Boards, Committees and Working Groups as requested or approved by the Director Governance.
   • Serves on the Communications Sub-Group of the Intergovernmental Working Group (IWG), as approved by the Director Governance. The IWG consists of representatives of Yukon First Nations, the Yukon Government and the Federal Government, with a mandate to promote and advance the implementation of Self-Government Agreements.
   • Other related duties as requested by the Director Governance.

D. Key Contacts and Nature of Contacts:

<table>
<thead>
<tr>
<th>Contacts</th>
<th>Nature of Contacts</th>
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<tbody>
<tr>
<td>Director Governance</td>
<td>Report to, receive direction and feedback, discuss emerging and ongoing issues, provide advice, research, strategies, reports and updates.</td>
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<tr>
<td>Chief and Council / Executive Advisor</td>
<td>Provide support and strategic advice, research, briefings and information exchange, coach and assist with speech preparations, media/public presentations, and news releases.</td>
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<tr>
<td>Support Staff to Chief &amp; Council</td>
<td>Liaison, discuss issues and developments that require communications attention.</td>
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<td>Directors</td>
<td>Liaise and facilitate communications and information exchange</td>
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<tr>
<td>Departments / SFN Staff</td>
<td>Liaise and facilitate communications and information exchange</td>
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<tr>
<td>Media</td>
<td>Professional relationships, provide updates and press releases, notify of newsworthy items</td>
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<tr>
<td>SFN Board &amp; Committees</td>
<td>Share information, assist with communication advice and expertise.</td>
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<tr>
<td>General Public / SFN Citizens, Local Community Groups</td>
<td>Collect stories, conduct interviews and take photographs for SFN Newsletters.</td>
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<tr>
<td>Other Governments / Officials / Communications Staff</td>
<td>Liaison and information exchange</td>
</tr>
<tr>
<td>General Assembly and Community Consultations</td>
<td>Attend, gather and provide information</td>
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<tr>
<td>Communications Sub-Group of the Intergovernmental Working Group (IWG) consisting of representatives of Yukon First Nations, Yukon Gov’t and Canada</td>
<td>Participate in IWG Communications Sub-Group Meetings, sharing ideas and information, gathering info for Director Governance decisions as appropriate.</td>
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E. **Direction / Decision Making:**

The overall goals and objectives of this position are established by the Director Governance, in consultation with the Executive Advisor and Chief & Council, and with input from SFN Department Directors and Managers. The duties and decisions of the Communications Officer will be consistent with the corporate objectives and cultural values of the Selkirk First Nation. The incumbent is expected to work independently in meeting established goals and objectives, and has latitude in deciding the best methodology in how to accomplish this. The Communications Officer is relied upon as a technical expert for writing, editing and article selections for the Newsletter Final approval of all SFN Government publications rests with the Director Governance and/or with the Executive Advisor and Chief & Council.

F. **Impact and Accountability:**

Effective communications are essential to Chief & Council, the SFN Organization and to SFN Citizens. As such, the duties and responsibilities of the Communications Manager carry significant impact and accountability. As a technical professional, this position is relied upon by SFN Government, Administration, Departments and Programs, as well as the community. The position includes both strategic and advisory roles, which carry considerable weight and impact. The position is also responsible for evaluating the effectiveness of SFN’s communications strategy on an ongoing basis.

The work of the Communications Officer involves a wide variety of assignments, some of which are complex enough to require the coordination of the incumbent’s own activities with those of others. The Communications Officer networks and liaises with many different sources, The Communications Manager works with minimal supervision in preparing communications products.

G. **Positions Supervised:**

- no full time positions supervised
- may supervise contractors, summer students from time to time
- provides short-term supervision for event workers such as; cooks, drivers, security, custodial and set-up / take down crews.

H. **Working Conditions:**

The position generally works in a normal office environment, and also requires considerable travel within the community and occasional travel outside of the community. Hours of work are based on regular day-shifts, but is required to be flexible as the coordination of events such as General Assemblies, Community Meetings, Community and media events often require evening and weekend work.

There is occasional stress due to competing priorities, evolving demands, short notice and the need to meet both scheduled (newsletter, annual report, regular briefings, etc.) and unscheduled/urgent (political issues, briefing notes, emerging issues, urgent meetings/events, etc.) critical deadlines.

Periods of intense mental concentration are often required, interviewing, writing, editing, proofing, reviewing and analyzing complex information, etc. with a significant amount of this being screen time. Although the position formally reports to the Director Governance, there are also frequent requests for communications-related work by SFN Government and Department Directors and Managers. This has the effect of working for several sources at the same time and requires planning and prioritizing of tasks.

The position occasionally requires observing, and sometimes dealing with upset or angry people at community events, assemblies, etc. Patience, understanding, tact and diplomacy are required due to the sometimes political nature of circumstances and interactions.
I. **Conditions of Employment:**

- Valid Yukon Class 5 Drivers License.
- Attendance at General Assemblies is mandatory for this position.
- Willing to occasionally work irregular hours, which may include weekends or evenings.
- Willing to travel outside the community on an occasional basis.

J. **Position Approval and Acknowledgements:**

I approve this position description as being representative of the work to be performed and that the levels of responsibility and authority identified herein have been delegated to this position.

________________________  ______________________
JD Approval Name          Date
Executive Advisor

I have reviewed the duties and responsibilities assigned to the position.

________________________  ______________________
Department Head Name      Date
Director Governance

I have reviewed the position description and understand that it is a general description of the duties assigned to the position occupied by me. I also understand that I am required to perform other related duties as requested or directed by my supervisor(s).

________________________  ______________________
Employee Name             Date
Communications Manager