



National Indigenous Collaborative Housing Inc.

Logement Coopératif National Autochtone Inc.

Position Title:	Manager, Communication & Public Relations
Job Type/Location:	Full-Time/Work – Remote/Hybrid
Salary Range:	\$ To Be Negotiated
Regular Weekly Hours:	35 hours
Reporting To:	Chief Executive Officer
Created By/On:	Director of Business Operations, February 2024
Approved By:	NICHI Chief Executive Officer

**About NICHI:**

The National Indigenous Collaborative Housing Inc. (NICHI) exists to uphold and advance housing as a human right for all Indigenous Peoples living in urban, rural, and northern communities from coast-to-coast-to-coast.

NICHI is built on a principle of cooperation and coordination of expertise amongst members, partners and stakeholders committed to ensuring that no Indigenous person gets left behind because of where they live.

NICHI will roll out a national Urban, Rural, Northern (URN) Indigenous Housing Strategy, bring together Indigenous-led housing providers and fill a gap as a national coordinating mechanism.

NICHI will harness the extensive Indigenous housing expertise that exists to co-design and co-deliver a national URN housing strategy, distribute resources to Indigenous housing projects and support wrap-around services. Its governance, management and operational structures will utilize the strengths exhibited by Indigenous service organizations.





**Position Summary:**











Through a combination of professional communications and public relations expertise, stakeholder awareness, and an in-depth understanding of NICHl’s vision and strategic goals, the Manager, Communications and Public Relations is a key contributor in establishing and implementing all internal and external communications strategies and related initiatives on behalf of the organization. In collaboration with NICHl’s leadership, the individual in this role is accountable to advance NICHl’s brand, create content and messaging across various channels and platforms, develop relationships with stakeholders, and ensure quality and consistency of all internal and external communications.






**Reporting:**

This position reports to the Chief Executive Officer.








**Responsibilities:**

<p><b>Internal &amp; External Communications</b></p>	<ul style="list-style-type: none"><li> Participate in the development and implementation of communication and public relations strategies and related initiatives to advance the goals and vision of NICHl; drive brand awareness, relevance, and reputation; maintain brand integrity</li><li> Research, draft, write, edit and evaluate a wide-range of internal and external communication materials, including speeches, briefings, presentations, publications, news releases, all staff emails, and other materials and documents; assists with the development of NICHl’s annual meeting and annual report</li><li> Establish key messaging and create compelling content for all communications initiatives across various communications channels and platforms (digital, video, audio, and print); ensure consistency and appropriateness of content and manage production and delivery</li><li> Create short-term communications plans and materials as needed for specific initiatives (i.e., lobbying, awareness campaigns, funding allocation, etc.)</li><li> Manage the organization’s digital presence, including the website, social media, and other platforms; monitor to determine engagement</li></ul>
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<p><b>Internal &amp; External Communications</b></p>	<ul style="list-style-type: none"> <li>  Ensure communication or public relations issues are immediately and effectively managed; develop crisis communication plan; ensure internal stakeholders are kept apprised of the plan and any changes         </li> <li>  Collaborate with team members to effectively communicate NICH-led events, meetings, and projects; participate at external events to monitor stakeholder concerns, inquiries, and comments and provide feedback to leadership as appropriate         </li> <li>  Articulate NICH's 'voice' as an advocate for Indigenous-led housing and housing service providers         </li> <li>  Assess the communications efforts in the urban, rural, and northern regions to determine effectiveness of communications and delivery channels in all areas         </li> <li>  Ensure best practice communication practices and procedures and established, communicated internally and managed accordingly         </li> <li>  Keep current on social media trends and opportunities         </li> </ul>
<p><b>Stakeholder Relations</b></p>	<ul style="list-style-type: none"> <li>  Establish sound working relationships with internal and external stakeholders and the general public to advance the NICH brand, deliver key messaging, and build awareness/understanding.         </li> <li>  Collaborate with NICH leadership and staff to ensure quality and consistency in communication-related initiatives and related messaging throughout all communication channels utilized by NICH         </li> <li>  Engage Indigenous housing stakeholders to ensure their voices are part of a national urban, rural and northern Indigenous housing strategy         </li> <li>  Attend meetings and/or participate in presentations involving government officials and other stakeholders; ensure awareness of issues facing Indigenous peoples in urban, rural and northern communities is well communicated and understood and articulate NICH's 'voice'         </li> </ul>

<p><b>Stakeholder Relations</b></p>	<ul style="list-style-type: none"> <li> Collaborate with internal stakeholders to determine communication and public relations related priorities; ensure internal staff and leadership are regularly kept informed</li> <li> Establish sound working relations with the media / journalists; responds to media enquiries; drafts press releases and other communication related initiatives; monitors media coverage that may impact the organization's image</li> <li> Respond to inquiries from the public and other stakeholders on behalf of NICHI; ensure messaging is in support of the goals and objectives of the organization</li> </ul>
<p><b>Contract and Budget Management</b></p>	<ul style="list-style-type: none"> <li> Maintain budgets and provide financial reports</li> <li> Negotiate and administer terms and conditions of contractual agreements with suppliers/vendors in support of communications and public relations plans, projects, and events</li> </ul>








**Requirements**

-  University degree in communications, public relations, journalism or a related field of study
-  Minimum of 5 years experience in a professional communications and public relations role
-  Minimum of 3 years experience working in the Indigenous housing sector with preference to working with Indigenous-led housing organizations addressing the needs of urban, rural and northern Indigenous communities
-  Strong knowledge of government department and agencies, their structures, mandates and policies as regards URN strategies and issues
-  Professional accreditation or certification (International Association of Business Communicators (IABC), Canadian Public Relations Society (CPRS) is considered an asset
-  Proficiency in both official languages (English and French) will be considered an asset
-  A combination of education, training, or work experience which NICHI deems to be equivalent







## **Knowledge, Skills and Abilities**

-  Strong ability to communicate both in writing and orally, using print and digital communications channels, with a variety of internal and external stakeholders; ensures adherence to copyright laws and privacy legislation at all times
-  Familiarity with the workings of government departments and agencies
-  Exceptional interpersonal skills with the ability to establish positive business relationships and liaise/network effectively; has well-established media relations
-  Planning and organizing skills with the ability to achieve results
-  Contract management skills
-  Ability to work independently and remotely and as part of a team
-  Well-developed interpersonal, public relations and relationship building skills
-  Proven ability to work with people of diverse education, Indigenous cultural backgrounds and language requirements
-  Exhibits a high degree of initiative and self-direction
-  Strong attention to detail and quality, ensuring timeliness, consistency, and appropriateness of communications
-  Proactive problem solver with excellent judgement and crisis communications/issues management skills
-  Strong technology-based skills with proficiency in Microsoft Office; skilled use presentation software and using multiple communication channels, including website social media
-  Valid Government ID and clear CPIC

## **Personal Attributes**

-  Be empathetic and non-judgmental
-  Be honest, respectful, and trustworthy
-  Be a team player
-  Must possess and demonstrate a high level of Indigenous cultural awareness and sensitivity
-  Be a creative/innovative thinker who sees possibilities and improves processes to achieve a positive result
-  Is flexible and can adapt well to change and changing priorities
-  Demonstrate a sound work ethic

## Working Conditions

-  Working at a distance in a hybrid working environment
-  Extended periods of concentration
-  Interaction with senior management, the NICHI Board and the Indigenous housing community
-  Working with tight deadlines, specifically with regard to producing communications related materials
-  Occasional overtime or requirement to work in the evenings or weekends
-  Attend quarterly face-to-face management team and Board meetings requiring travel to various locations across Canada.

## **Acknowledgement and Agreement:**

The above description reflects the general details considered necessary to describe the principal functions and duties as required for proper evaluation of the job and will not be construed as a detailed description of all the work requirements that may be inherent in the job. Employees may perform other related duties and tasks as required to meet the needs of the operation.

I acknowledge that I have read, understand and accept the requirements as identified in the job description for the Manager, Communications and Public Relations, National Indigenous Collaborative Housing Inc. (NICHI). I agree to perform all activities including those that may be assigned to me. I further understand and accept that failure to perform the duties as required may result in discipline up to and including termination of my employment with NICHI.

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Employee (Print Name)

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Date

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Employee Signature

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Date

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Chief Executive Officer Signature

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Date