

CHAMPAGNE AND AISHIHIK FIRST NATIONS

Identification: Communications Officer

Department: Governance

Supervisor: Communications Manager

Date: October 28, 2024

Wage Level: 8

A. Job Summary:

Reporting to the Communications Manager, this position is responsible for providing core government communication and public relations functions and services, including researching, developing, and implementing communications and engagement plans and products. The position applies knowledge of communications and public relations approaches to support CAFN goals.

The Communications Officer assists the Communications Manager with a variety of projects, events and other tasks as required.

B. Main Duties:

1. Provides communications supports for CAFN to ensure consistency in approach and accuracy of information being disseminated by:
 - Assisting CAFN to integrate communications and social marketing of organizational activities as they are planned, while acting as a primary media contact person;
 - Working with departments to effectively inform other organizations and the public about what we do, how and why we do it, when it's happening and whom it affects;
 - Developing messaging for issues, branches and programs, advertising, media relations, media events, press conferences;
 - Editing, designing, placement/ publication services, information flyers, handouts, brochures, posters, annual report, advertising, speaking notes, event planning;
 - Developing draft policies, procedures, and standards for communications for consideration by the Management Committee and other committees as required;
 - Working closely with program directors and managers in developing press releases, preparing departmental staff for interviews and generally dealing with the media;
 - Attending meetings, conferences, and other gatherings to gather and share information in all areas of CAFN responsibility, when required;
 - Working closely with program directors and officers in producing, distributing and updating various materials to inform CAFN members of rights and services, as

well as general information to First Nation members with respect to First Nation government activities and First Nation laws;

- Providing editing of outgoing communications to ensure consistency;
- Overseeing the publishing and editorial responsibility of a regularly scheduled newsletter, including identifying priorities for content and drafting stories as required, and distributing it to CAFN members and other interested parties;
- Overseeing and updating of CAFN website to ensure dissemination of current information for CAFN members and other interested parties;
- Assist CAFN departments with posting to social media platforms to disseminate information for Citizens and the public in coordination with departments;
- Preparing and presenting overviews and other information about CAFN to other governments and other interested parties;
- Assisting in developing messages for directors and department managers to ensure consistent messages and accountability to citizens;
- Undertaking special projects related to external communications or events, such as drafting statements, speeches or presentations;
- Assisting CAFN staff with coordinating and preparing for public presentations or consultations and maintaining an inventory of those presentations.

2. Reviews and processes film applications by:

- Accepting and reviewing applications to film in the CAFN Traditional Territory;
- Providing applications and related information to relevant departments for review and input;
- Communicating with film company representatives on the film application process, decisions and instructions, and providing general information to film company representatives.

3. Performs other duties such as:

- Coordinating and preparing the annual report to the General Assembly by departments;
- Liaising and working with other governments on joint announcements, news releases, or joint communication strategies on shared initiatives.

C. **Job Knowledge and Skills**

Education and Experience:

Post-Secondary degree, diploma or certificate in journalism, communications or public relations or a related field. Experience preparing key messaging and a wide variety of communications products such as speaking notes, website and social media content, advertisements, news releases and formal correspondence. Experience working with the media. Proficiency with contemporary software such as the Microsoft Office suite, Adobe InDesign/Canva/WordPress, cloud-based web and mobile apps and website content. Incumbents who have 2-3 years education, training, and/or experience equivalent to the essential qualifications listed above may be considered.

Job Knowledge:

- Knowledge of CAFN’s history, culture, demographics, goals and aspirations;
- Knowledge of Land Claims process, Umbrella Final Agreement (UFA), Implementation Plan, and self-government agreements, and other various Acts and legislation;
- Knowledge of communication principles, theories and practices;
- Knowledge of web and social media platforms, tactics and best practices;
- Knowledge of local, territorial, and national media and politics.

Specific Skills:

- Excellent communication (both oral and written) and must be creative.
- Ability to set goals, objectives, priorities, strategies and develop work plans; and
- Ability to use contemporary software such as the Microsoft Office suite, design software, web and mobile apps and website content management systems.
- Ability to research, analyze and synthesize a wide variety of documents and information, including the effectiveness of social media platforms.

Interpersonal Skills:

- Ability to be open-minded and ready to learn new skills and techniques;
- Being self-motivated, proactive, accountable, and detail-oriented.
- Ability to work effectively with local media to accomplish communication objectives;
- Ability to work independently as well as in a team environment;
- Committed to building strong, collaborative relationships with the goal of providing outstanding client service.

D. Decision Making:

Goals, objectives and long-term priorities for this position are established by the Director and the Communications Manager with consideration by the Executive Director, Chief and Council and other CAFN committees. The incumbent is expected to determine how to accomplish goals and objectives. Communication strategies and policies are developed for approval by the Communications Manager, Executive Director, and Chief and Council. Content of the newsletter and other communication tools is approved by the Chief, Executive Director, and other directors as required for specific matters. Creativity and sensitivity are necessary when dealing with community and General Assembly issues.

E. Impact/Accountability:

The incumbent is directly accountable to the Communications Manager, in achieving goals, objectives and long-term priorities for this position. The incumbent determines day-to-day operations to meet these goals, objectives and priorities. Some of the work of this position needs to be approved by others. The content and timing of communications processes can lead to more positive and long-term outcomes to the CAFN government and citizens.

F. Positions Supervised:

None

G. Working Conditions:

This position is in a fast-paced environment with some interruptions, tight deadlines, and

emerging new priorities, and requires some irregular hours to facilitate or attend meetings in CAFN communities, Whitehorse, and periodically outside of the Yukon Territory. Candidates should be adaptable, flexible, and maintain confidentiality of information. There may be some need to deal with angry or upset and emotional citizens, particular when assisting at community meetings.

H. **Conditions of Employment**

- Valid Yukon Class 5 Driver's Licence
- Criminal Records Check
- Willingness to work evenings and/or weekends, as required
- Extended workdays may be required to accomplish tasks and meet workload demands during peak periods, as directed
- Mandatory confidentiality is a condition of employment for all CAFN personnel
- All Champagne and Aishihik First Nations employees are expected to conduct their duties in a harmonious and cooperative manner intended to enhance the First Nations efforts to build a strong and prosperous Government.

I approve this position description as being representative of the work I require to be performed and that the responsibility and authority levels identified have been delegated to this position. This job description has been designed to indicate the general nature and level of work to be performed by the employee. It is not designed to contain or be interpreted as a comprehensive inventory of all duties and responsibilities assigned to this job.

Director of Human Resources

Date



Director of Governance



Date

Employee

Date