



First Nations Health Managers Association
Association des gestionnaires de santé des Premières Nations

The First Nations Health Managers Association (FNHMA) currently has an opening for a full-time Marketing and Communications Coordinator.

FNHMA is a not-for-profit national professional association involved in expanding health management capacity for First Nations. FNHMA provides leadership in First Nation health management activities by developing and promoting quality standards, practices, research, certification, networking, and professional development to expand capacity for our members and First Nations.

Summary

The Marketing and Communications Coordinator is primarily focused on promoting the FNHMA to prospective members, current members, and other stakeholders such as funders, partner organizations, sponsors, and the various First Nations across Canada that the FNHMA serves. Through this, the Marketing and Communications Coordinator is responsible for the development and implementation of an integrated strategic marketing and communications plan designed to promote transparency, create impact and engagement with stakeholders and promote the FNHMA Brand.

The ultimate communications goals of the FNHMA are to:

- Attract individuals to become Certified First Nations Health Managers;
- Encourage existing members to remain engaged with the FNHMA;
- Promote the FNHMA as the national voice on First Nations health policy/management matters;
- Promote the importance of the CFNHM designation and the related competency framework and curriculum as an essential component of improving the delivery and quality of First Nation health services across Canada.

Core Accountabilities

- Creation of a communications strategy for the FNHMA with a 3-year outlook
- Design and implement a communications plan that aligns with FNHMA's strategic priorities.
- Manage and mitigate risk for the FNHMA. Involves monitoring health, business, political and socioeconomic trends related to FNHMA throughout Canada and identify potential impacts and opportunities to protect and enhance the FNHMA brand.
- Lead FNHMA's marketing and communications by developing and managing budgets and supporting organization strategy.
- Role Specific Accountabilities:
 - Collaborate with the CEO and other senior leaders within the FNHMA to define the communications objectives;
 - Develop, implement and maintain integrated marketing, public relations, media relations and a communications strategy that will facilitate FNHMA's leadership to enhance relationships with stakeholders, build awareness and interest in the FNHMA's suite of services and support from local to national level.
 - Oversee the development and distribution of materials that support the implementation of the marketing and communication plan. This includes the creation of strategic communication documents (including Annual Report), presentations, graphics, videos, written content, reports, press releases and other print or digital materials.

- Identifying communications channels that will be effective in communicating FNHMA messages to the target audiences;
- Define and maintain an FNHMA-wide communications calendar including; delivery of courses, the annual conference, key dates in the First Nations health policy and fiscal calendar, and various events where FNHMA is invited to participate or plans to attend.
- Assist the CEO and other FNHMA managers with the development of communications-related budget estimates for their respective budgets.
- Digital content for the FNHMA website, social media channels and email campaigns;
- Press releases as directed by the CEO;
- Templates for internal communications, specifically Board presentations;
- Marketing collateral and event signage to promote FNHMA; and
- Advertising content for targeted marketing campaigns.
- Supervision of contractors who may be used from time-to-time to support the production of communications material (graphic designers, writers, printers, website hosts, etc.)
- Direct management of FNHMA social media accounts and the FNHMA website in accordance with the communications plan.
- Assistance with event planning for the FNHMA conference.
- Assistance with FNHMA presence at tradeshow and other events where FNHMA is to be generally promoted.

Qualifications

- A post-secondary degree with a focus in Communications, Marketing, Public Relations, Journalism or related field
- Strong information and computer literacy including working knowledge of Microsoft Office, Adobe Creative Suite, social media platforms and basic understanding of web platforms.
- 3-5 years of related experience, preferably with indigenous organizations/audiences (public relations, marketing, communications) – preferably in the field of healthcare/social services.
- Ability to clearly express views and ideas effectively both written and orally.
- Ability to exercise initiative, leadership, and creativity in the role.
- Ability to prioritize and manage multiple projects with deadlines while ensuring attention to detail and accuracy.
- Ability to maintain a high degree of confidentiality.
- Fluency in both English and French, as well as fluency/familiarity with Indigenous languages, is considered a strong asset.

Salary Range: Competitive salary and benefits package

Term: Permanent

Closing Date: Extended to March 25, 2021, at 4:00 PM EST

Work Location: Ottawa, satellite office

Please submit your resume and cover letter to:

Connie Toulouse
 Director of Corporate Services
 341 Island Road, Unit E
 Akwesasne, ON K6H 5R7
 Email: connie@fnhma.ca
 Fax: [\(613\) 319-8092](tel:(613)319-8092)

Preference will be given to Indigenous candidates. Only those selected for an interview will be contacted.