

# National Family and Survivors Circle Inc Job Description



Job Title:	Communications Director & Strategist	Hours of Work:	8:30am – 4:30pm
Classification:		Reports to:	NFSC Inc Chair/President
Department:		Staff Supervised:	
Location:	Headingley, Manitoba	Probationary Period:	3 months

## POSITION SUMMARY

The Communications Director & Strategist at the National Family and Survivors Circle Inc (NFSC Inc) plays a pivotal role in advancing our mission to support and empower families of Missing and Murdered Indigenous Women, Girls, and 2SLGBTQIA+ people (MMIWG2S+), and survivors of gender- and race-based violence. This position is responsible for developing and implementing comprehensive communication strategies that effectively convey NFSC Inc's vision, mission, values, and advocacy efforts to a diverse range of stakeholders. The Communications Director and Strategist will lead and manage a communications strategy, oversee content creation across various platforms, build and maintain relationships with media outlets, and ensure consistent and impactful messaging. Strategic thinking with exceptional communication skills and a deep commitment to social justice and advocacy is critical in this role in amplifying the voices and experiences of families and survivors, driving public awareness, and influencing systemic change.

## QUALIFICATIONS

### Education

- Bachelor's degree in Communications, Public Relations, Marketing, or related field; (e.g., Indigenous studies, social sciences, law). Master's degree preferred.

### Experience

- Minimum of 5 years of experience in strategic communications, public relations, or related field, with a proven track record of success in developing and implementing communication strategies.

### Knowledge, Skills and Abilities

- Strong leadership and management skills, with experience leading and mentoring an organization team in highly effective communication strategies engaging and influencing diverse populations.
- Excellent verbal and written communication skills, with the ability to craft compelling messages and narratives for diverse audiences.
- Demonstrated ability to develop and deliver messaging in a culturally sensitive, trauma informed, respectful, and strengths-based manner.

- Demonstrated ability to build and maintain relationships with media outlets, journalists, and other external stakeholders.
- Proficiency in using communication tools and platforms, including social media, content management systems, and media monitoring software.
- Strategic thinker with the ability to analyze data and metrics to inform decision-making and optimize communication strategies.
- Strong project management skills, with the ability to prioritize tasks and be adaptable to urgent and emerging issues, meet deadlines, and manage multiple projects simultaneously.
- Commitment to NFSC Inc's vision, mission and values, with a deep understanding of and sensitivity to the issues facing families and survivors of violence and injustice.

## **DUTIES AND RESPONSIBILITIES**

- Develop and implement comprehensive communication strategies to effectively convey NFSC Inc's vision, mission, values, and key messages to various stakeholders, including families, survivors, policymakers, and the public at regional, national, and international levels.
- Lead and manage an organizational team, providing guidance, support, and mentorship to ensure the successful execution of communication initiatives.
- Oversee the creation and dissemination of content across multiple platforms, including press releases, website content, social media posts, newsletters, and other communication materials.
- Build and maintain relationships with media outlets, journalists, and influencers to secure positive media coverage and enhance NFSC Inc's visibility and reputation.
- Monitor and analyze communication metrics and performance indicators to assess the effectiveness of communication strategies and make data-driven recommendations for improvement.
- Support the NFSC Inc Chair/President in representing the organization's interests in media interviews, public speaking engagements, and other public-facing opportunities.
- Collaborate with cross-functional teams, including marketing, public relations, and advocacy, to ensure alignment and integration of communication efforts with NFSC Inc's overall vision, mission, values, and objectives.
- Stay informed about industry trends, emerging communication technologies, and best practices to continuously innovate and enhance NFSC Inc's communication strategies.

**Additional Information**

At the NFSC Inc, we are committed to creating a diverse, inclusive, and equitable workplace where all employees feel valued, respected, and supported. We offer competitive compensation and benefits packages, including opportunities for professional development and growth.

**About Us:** The National Family and Survivors Circle Inc (NFSC Inc) is a leading advocacy organization dedicated to supporting families of Missing and Murdered Indigenous Women, Girls, and 2SLGBTQQIA+ people, as well as survivors of gender- and race-based violence. Our mission is to empower families and survivors, amplify their voices, and advocate for systemic change to address the root causes of violence and injustice. Through our strength, expertise, and lived experience, we strive to create a future where all families and survivors are supported, heard, and valued.

**Position Overview:** We are seeking a highly skilled and experienced Communications Director and Strategist to lead our organization's communications efforts. The ideal candidate will be a professional and a strategic thinker with a proven track record of developing and implementing effective communication strategies to advance our vision, mission, values, and objectives, and amplify the voices of families and survivors. This role will involve overseeing all aspects of internal and external communications, managing an organizational team, and collaborating closely with the NFSC Inc technical team to drive messaging consistency and alignment with our organizational goals.

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Employee Signature

Date

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Employer Signature

Date

Original to Human Resources  
Copy to Supervisor  
Copy to Employee