

COMMUNICATIONS DIRECTOR & STRATEGIST



**NATIONAL FAMILY AND
SURVIVORS CIRCLE**

Nothing About Us, Without Us

The National Family & Survivors Circle Inc (NFSC Inc) is a leading non-profit 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 advocate for the implementation of the 231 Calls for Justice, empower families and survivors, amplify their voices, and advocate for systemic change to address the root causes of violence and injustice. Through our strength, resilience, and lived expertise, we strive to create a future where all families and survivors are supported, heard, and valued as self-determining Rights Holders with lived experience and expertise.

We are seeking a highly skilled and experienced **Communications Director & 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, assist in building a team of communication professionals, building and maintain relationships with media outlets, and ensuring consistent and impactful messaging.

Strategic thinking with exceptional communication skills and a deep commitment to social justice and advocacy is vital in this role in amplifying the voices and experiences of families and survivors, driving public awareness, and influencing systemic change.

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.
- 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, and objectives.

Interested candidates are invited to submit a resume, cover letter, and samples of curriculum materials or educational resources they have developed to

recruitment@familysurvivorscircle.ca.

Deadline to apply: August 8, 2024, 4:30 pm CST.

Position location: Headingley, Manitoba.

Salary range: \$85,000 to \$95,000, depending on qualifications and experience.

EDUCATION/EXPERIENCE

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

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge of and familiarity with Indigenous rights, gender-based violence, and issues facing Indigenous communities in Canada and related government policies and initiatives.
- Experience working with Indigenous communities and familiarity with Indigenous cultures, traditions, and a commitment to cultural humility.
- Understanding of decolonization principles and a commitment to social justice.
- Knowledge of project management and advocacy strategies.
- Strong leadership and management skills, with experience building, leading and mentoring an organizational team.
- Excellent verbal and written communication skills, with the ability to craft compelling messages and narratives for diverse audiences.
- 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.
- Knowledge of project management and advocacy strategies, with the ability to prioritize tasks, meet deadlines, and manage multiple projects simultaneously.
- Commitment to **NFSC Inc's** vision, mission, values, and objectives, with a deep understanding of and sensitivity to the issues facing families and survivors of violence and injustice.
- Proficiency in Indigenous languages is an asset.