



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 First Nations across Canada. Through this, the Marketing and Communications Coordinator is responsible for assisting 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 (CFNHM);
- 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 10-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.
- Leads FNHMA's marketing and communications activities by developing and managing budgets and supporting organization strategy.
- Role Specific Accountabilities:
 - Collaborate with the senior leaders within the FNHMA to define the communications objectives;
 - Develop, implement and maintain integrated marketing, public relations, media relations and communications strategies that will facilitate FNHMA's leadership to enhance relations with stakeholders, build awareness and interest in the FNHMA's suite of services, and increase support from the local to national level;
 - Oversee the development and distribution of materials that support the implementation of marketing and communications plans. Including the strategic communications documents (including the annual report), presentations, graphics, videos, written content, reports, press releases and other print or digital materials.
 - Identify communications channels that will be effective in communicating FNHMA messages to the target audiences;
 - Assist FNHMA Directors with the development of communications-related budget estimates for their respective budgets.

- Create digital content for the FNHMA website, social media channels and email campaigns;
 - Draft press releases as directed by the FNHMA Directors;
 - Create templates for internal communications, specifically Board presentations;
 - Develop marketing collateral and event signage to promote FNHMA; and
 - Prepare advertising content for targeted marketing campaigns.
- Direct management of FNHMA social media accounts and the FNHMA website in accordance with the communications plan.
 - Assist with event planning for the FNHMA conference and tradeshow.

Qualifications

- A post-secondary degree with a focus in Communications, Marketing, Public Relations, Journalism or a 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.
- English essential
- Fluency in 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: June 17, 2022, at 5:00 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.toulouse@fnhma.ca

Fax: (613) 319-8092

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