



## Marketing & Communications Assistant

*Volunteer position, 6-8 hours per week, Reconciliation Canada, North Vancouver, BC*

### Position Overview

The Marketing & Communications Assistant is a volunteer position that will assist Reconciliation Canada's Marketing and Communications team to implement a national marketing and communications strategy that will engage civil society, private/corporate sector, Indigenous peoples, general public and post-secondary education Institutions across Canada. In addition, this role will help with the implementation of a social media strategy and manage Reconciliation Canada's day-to-day presence on social media across various platforms.

### What We Do

Born from the vision of Chief Dr. Robert Joseph, Gwawaenuk Elder, Reconciliation Canada is leading the way in engaging Canadians in dialogue and transformative experiences that revitalize the relationships among Indigenous peoples and all Canadians. Our model for reconciliation engages people in open and honest conversation to understand our diverse histories and experiences. We actively engage multi-faith and multi-cultural communities to explore the meaning of reconciliation.

Reconciliation Canada actively provides programs and initiatives to inspire positive change in communities throughout Canada.

### Core Values & Beliefs

- 'Namwayut - We are All One
- Dignity
- Hope
- Openness
- Understanding
- Courage

**Time Commitment:** 6-8 hours per week

**Start date:** August 2019

**Location:** Reconciliation Canada, 1999 Marine Drive, North Vancouver, BC, with possibility to work remotely

### Deliverables & Duties

- Coordinates social media activities and maintains effective social media relations to raise online presence of Reconciliation Canada
- Generate, edit, publish and share daily content through social media that builds meaningful connections and engagement with audience. Adhere to policies and guidelines of social media platforms
- Provide recommendations for social media content and opportunities
- Assist in monitoring Facebook and Twitter feeds, ensuring all content is relevant and accurate
- Alert Marketing and Communications team about any potential problems or concerns that may arise
- Track and report on social media metrics as required, providing feedback to the Marketing and Communications team
- Help build and implement a strategy to increase public engagement and social media impact
- Research and write communications materials including but not limited to print and online materials, newsletters, fundraising materials, blog posts, feature articles and more

*Together, we can achieve a shared understanding, shared resilience, and a shared tomorrow.*



- Support the development and maintenance of marketing and communication materials, events and special campaigns as required
- Research the online presence of individuals and community groups/organizations relevant to Reconciliation Canada and provide recommendations on groups to engage with
- Study the organization's target audience to understand how best to engage them online
- Steward a strong culture based on our core values and reflective of our commitment to diversity and inclusiveness

### **Skills & Experience**

- Basic understanding of marketing, communications and social media strategy and implementation
- Excellent written and verbal communication skills, including on the telephone, with the ability to engage with a diverse range of stakeholders
- Minimum of 1 year of experience writing marketing, communications and social media content
- Interest in working with culturally diverse communities
- Ability to work independently, in a fast-paced environment
- Competency in Microsoft Office, specifically Outlook and Excel
- Basic graphic design and image manipulation skills and experience working with Adobe Creative Cloud/Adobe Creative Suite
- Experience working with website content management systems (WordPress is a plus) and able to make small updates

### **Benefits & Recognition**

- Personally contribute to the reconciliation process in Canada
- Utilize and build on your marketing and communications skills
- Meet and work with like-minded people on a common goal of importance to our nation
- Inspire positive change and make a difference to the future of Canada

**To apply, please send your cover letter and resume at [volunteer@reconciliationcanada.ca](mailto:volunteer@reconciliationcanada.ca) by Sunday, September 15th, 2019**