

# Nawiinginokiima Forest Management Corporation (Marathon, ON)

## Public Relations and Marketing Coordinator

If you are an outgoing individual, with excellent communications skills, have experience working with local communities, and have an understanding of Indigenous cultures, this may be an opportunity for you.

The NFMC is looking for a dynamic, hardworking applicant who has the attitude and experience to become the Agency's first Public Relations and Marketing Coordinator. The NFMC can offer strong benefits with competitive compensation. At the NFMC, our structure and culture provide opportunities for growth and innovative thinking. The successful applicant will work in a team environment, supporting initiatives to solve and meet corporate objectives. The NFMC is committed to developing a company, through our employees, with a reputation for cost effectiveness, professionalism, and working cooperatively with our stakeholders.

As the Public Relations and Marketing Coordinator, you will be responsible to plan and implement all marketing and promotional aspects of the Corporation through the direction and supervision of the General Manager. You will assist in: developing strategies and policies that will assist with building stakeholder relations, promoting NFMC initiatives such as the Agency's scholarships, strategic initiatives, and sponsorship programs, provide educational opportunities to local students, and plan and attend open houses, trade shows, and career fairs.

### **Requirements:**

- Post-secondary education with five years of related experience;
- Comfortable with public speaking and delivering professional presentations;
- Strong organizational and planning skills;
- Exceptional communication skills;
- General awareness of the Local Forest Management Corporation (LFMC) tenure model in Ontario;
- Skilled in MS Office and PowerPoint, desktop publishing software, and use of various social media platforms;
- Valid driver's license with a clean record;
- Ability to travel and attend after-hours meetings;
- Ability to work independently with limited supervision;
- Ability to take initiative and learn independently;
- Willingness to live in a remote community.

### **Assets:**

- Knowledge of the NFMC, its roles, responsibilities and corporate objectives;
- Knowledge and understanding of indigenous cultures and working with Indigenous communities;
- Enthusiasm and a passion for forestry and the local communities;
- Ability to collaborate and contribute in a team environment;
- Knowledge of project management principles, methodologies and practices;
- Ability to communicate verbally and in writing in Ojibway is an asset.

Salary and benefits will be commensurate based on experience and education. Interested applicants should submit a cover letter and resume to:

Carmelo Notarbartolo  
General Manager  
Nawiinginokiima Forest Management Corporation  
P.O. Box 1479, Marathon, ON P0T 2E0  
[carmelo.notarbartolo@nfmforestry.ca](mailto:carmelo.notarbartolo@nfmforestry.ca)

### **Applications will be accepted until October 22, 2021.**

We thank all applicants for their interest; however only applicants selected for an interview will be contacted.

***Apply today for an exciting career opportunity!***

# **PUBLIC RELATIONS AND MARKETING COORDINATOR JOB DESCRIPTION**

## **QUALIFICATIONS**

- Education at the level associated with graduating from an Ontario University/college with 5 years of related experience;
- Ability to communicate verbally and in writing in Ojibway is an asset;
- Valid G driver's license.
- Progressive experience in responsible administrative positions;
- Organizational, analytical, prioritization, and planning skills; ability to work independently
- Reasoning, problem solving, strong oral, written and interpersonal skills;
- Skills associated with computer software including Microsoft office, desktop publishing skills and customized software;
- Proficient skills with use of social media such as Facebook, Twitter;
- Knowledge of administrative systems, processes, and methods to support administrative activities of GM and staff;
- Knowledge of the Agency's roles, responsibilities, objectives, and activities to identify, direct, and address queries and requests from stakeholders, customers, and the public;
- Written and oral communication skills;
- Understanding of service delivery protocols to provide efficient customer service;
- Knowledge of information technology and associated software, email, internet, and office equipment;
- Knowledge of financial management systems for budget tracking and reconciliation;
- Experience working with media and stakeholders and building of public relations;
- Experience working with Indigenous Communities and knowledge of Indigenous culture;
- Experience with public speaking and delivering professional presentations;
- Knowledge of project management principles, methodologies and practices;
- Willingness to travel and attend after-hours meetings.
- Ability to work under pressure and within deadlines.

## **DUTIES AND POWERS**

- Responsible for planning and implementing all marketing and promotional aspects of the Corporation through direction and supervision of the General Manger;
- Assist with the development and implementation of marketing/public relations strategies and assist with the development of marketing/public relations policies,
- Lead with the planning and organizing of the annual open houses with the local First Nation communities and Municipalities;
- Plan, organize and attend on behalf of the Corporation, trade shows, career fairs, field trips and other educational opportunities within and surrounding the management area;
- Promote corporate initiatives such as the Agency's Donations and Sponsorship Policy and Strategic Initiatives Program and be the initial point of contact for inquires and applications;
- Work with schools within and surrounding the management area for promotion and awareness of the Agency, forestry, forestry practices and benefits;
- Liaise with Northern Ontario Colleges and Universities promoting the Agency's Scholarship Policy and assisting with applications;
- Oversee preparation of confidential and daily correspondence and responses to promotional/marketing requests for information from internal and external stakeholder groups;
- Assist with the implementation of an Open Market Sales process, including advertising and responding to general inquiries;
- Coordinate the Agency's promotional materials, including ordering and maintaining of inventory;
- Responsible for adapting detailed corporate documents into promotional material intended for a wide public audience;
- Oversee website content and development;
- Represent the organization on working groups and committees as directed;
- Such other duties as may be assigned.