

Supporting Wellbeing Communications Coordinator

Location: Flexible within the North
Part-time (20 hours per week)

\$41,000 - \$48,000 + comprehensive benefits & annual salary increases
1 Year Term Position – extension dependent on funding

About Supporting Wellbeing:

Supporting Wellbeing (SWB), a project on MakeWay's shared platform, is a training program based out of Somba K'e/Yellowknife. Our work focuses on providing tools and resources for people who deliver land-based programming that will better prepare them to mitigate and respond to mental health challenges on the land. We envision a future where Northern residents have access to on the land programs that are culturally affirming and trauma-informed, supporting and strengthening Indigenous cultures, languages, and ways of life throughout the North. Supporting Wellbeing is guided by our values:

- Reciprocity: With oneself, the land, and each other.
- Inclusiveness: Accepting, welcoming, and being intentional about diversity, and celebrating one's strengths.
- Accountability: Mutual accountability to each other, the land, our partners, and ourselves.
- Wellbeing: Mental, physical, emotional, and spiritual facets are balanced and nurtured together to create a holistic level of wellbeing in which all four areas are strong and healthy.
- Indigenous Self-Determination: Supporting Indigenous sovereignty, rights and the value of Indigenous knowledge and ways of being.

[Click here to view our 2022-2027 Strategic Plan.](#)

Outline of Position:

The Communications Coordinator is responsible for the development and implementation of a strategic communications work plan that aligns with our strategic plan. This position is driven by community needs and is expected to work collaboratively with partner organizations and governments. This position will support in communicating and advocating for the benefits of Supporting Wellbeing. This position will include travel, a flexible workplace schedule, and time on the land. The incumbent will work closely with the Project Director.



Responsibilities:

Lead Supporting Wellbeing communications work plan:

- Develop a clear, meaningful, and engaging narrative of Supporting Wellbeing.
- Create and implement a consistent, engaging communications plan that builds audience engagement and awareness, including but not limited to social media, newsletters, blog posts, website content, promotional calendar, etc.
- Create and share resources to promote Supporting Wellbeing, such as brochures, swag, annual reports, etc.
- Inclusive, community-focused outreach at all levels of community engagement.
- Normalize Supporting Wellbeing as a tool and resource for on the land programs.
- Celebrate and advocate for land-based initiatives.
- Advocate for Indigenous approaches to wellbeing to be recognized, valued, normalized, and prioritized.
- Develop and sustain reciprocal relationships with Indigenous governments/organizations through communications.
- Ensure diverse Indigenous Northern voices are heard and included in all Supporting Wellbeing curriculum.

Financial/Budget

- Assist in the administration of the communications portion of the Supporting Wellbeing budget.
- Coordinate and work with contracted agents on an as needed basis, such as photographers, filmmakers, graphic designers, printing companies, etc.
- Complete and submit invoices and receipts as required to the Project Director.
- Maintain an active record of communications revenues and costs.

Administrative duties

- Respond to requests for information from the public via phone, email, and social media.
- Lead communications for the organization, including website, promotion, and social media.
- Updating workbooks for Supporting Wellbeing trainings in InDesign.
- Identify and track new content to be added to the website.
- Review, copy-edit, and update existing website content.
- Track and resolve minor to moderate website and user experiences issues.
- Collect, analyze, and report on social media, website, and newsletter metrics.



- Create graphics for use on social media and digital platforms.
- Maintain regular, timely, and professional communications with the project team.
- Provide administrative support such as scheduling meetings, maintaining folder and file systems, taking minutes, developing and tracking work plans, etc.
- Foster, develop, promote, and maintain relationships and partnerships with communities, community organizations, program participants, and stakeholders through communications.
- Attend Supporting Wellbeing Steering Committee and Advisory Committee meetings when requested.

Education, Skills, and Knowledge Required:

To satisfy the expectations of Supporting Wellbeing, the incumbent should have the following qualifications or equivalencies:

- Demonstrated experience in communications, journalism, marketing, graphic design, or a related discipline.
- Training or demonstrated proficiency in computer software programs and web content management programs, such as Adobe InDesign, Canva, WordPress, and social media platforms.
- Experience working with northern Indigenous communities, including experience in Indigenous and participatory approaches to communications.
- Experience measuring, analyzing, and reporting on digital engagement and performance.
- Strong project management skills, including managing timelines, prioritizing workload, overseeing content launches, developing communications plans, etc.
- Commitment to an anti-oppressive and decolonial workplace.
- Ability to work both independently and with a collaborative team.
- Self-motivated and highly organized with meticulous attention to detail.
- Able to be flexible, work with ambiguity, and demonstrate initiative and creativity.

Assets:

- Experience with photography and photo editing.
- Experience with filmmaking and video editing.

Required Competencies:

- WordPress
- Google Workspace
- Canva/Illustrator/Photoshop
- InDesign



- Microsoft Office Suite

Working Conditions

Travel and time on the land is anticipated.

Physical Demands

Most of the incumbent's time is spent working in an office setting, performing general office duties or networking with current and potential partners. The successful applicant will spend approximately 85 percent of their time performing administrative duties. Regular computer usage should be expected.

Some work time is spent attending training activities both indoors and outdoors.

Subject to operational demands, the incumbent may be expected to work evenings and weekends which will be compensated through flex or lieu time.

Environmental Demands

Environmental demands are those typically associated with an office position. Some work time is spent leading training activities in outdoor and indoor settings. Periodic travel will be required which may result in exposure to the extremes of our Northern climate.

Sensory Demands

The office environment includes fluorescent lighting, online meetings, and sharing an office space with two other staff members. The incumbent can also work from home, especially if they live outside of Yellowknife.

Mental Demands

There is potential for multiple aspects of the project to be ongoing all requiring attention and concentration. Multitasking may be required for long periods of time. The position may require travel to small communities within the NWT. The training is focused on mental health topics, including but not limited to suicide, intergenerational trauma, residential schools, conflict, etc.

The above statements are intended to describe the general nature and level of work being performed by the incumbent of this job. They are not intended to be an exhaustive list of all responsibilities and activities required of this position.

How to apply

Together with your resume, please forward a cover letter which includes your responses to the following questions:

1. How did you hear about this position?



2. What interests you most about this position?
3. Briefly tell us how your skills and experiences are a good fit for this position.
4. Briefly tell us about your current/most recent job. Why are you looking for a change?

Please send your resume and cover letter with your responses to the above questions to rachel@supportingwellbeing.ca by May 3, 2024.

If you have any questions about the role or Supporting Wellbeing, please email rachel@supportingwellbeing.ca or call 867-446-5961.

For more information about Supporting Wellbeing and MakeWay, please visit:

www.supportingwellbeing.ca

<http://makeway.org/approach/shared-platform/>

***As Supporting Wellbeing is on MakeWay's Shared Platform,
the selected candidate will be an employee of MakeWay.***

***MakeWay is strongly committed to creating a diverse workplace environment and
we welcome and encourage applications from the communities we serve.
We are proud to be an equal opportunity employer.***

***MakeWay will provide accommodation during all steps of the hiring process, upon request, to
applicants with disabilities. Please advise us if you need any accommodation.***

*Our sincere appreciation to all those expressing interest in the position, however,
only those applicants invited for an interview will be contacted. Thank you for your interest!*

We will accept applications until the position is filled. No phone calls or recruiters please



