

## **Communications Coordinator — Métis Urban Housing Corporation**

**Locations:** Edmonton

**Positions :** 1

**Closing Date:** May 10, 2024

**Position Status:** Full Time (37.5 hrs. per week)

### **THE OPPORTUNITY**

Are you passionate about effective communication and driven by the opportunity to amplify impactful messages? Do you thrive in dynamic environments where creativity and strategic thinking converge? We are seeking a talented Communications Coordinator to join our team and play a pivotal role in shaping our organization's narrative. As our Communications Coordinator, you'll have the chance to craft compelling content, engage diverse audiences, and contribute to the success of our mission-driven initiatives. If you're ready to make a difference through strategic communication, join us today and be a part of creating a positive change!

### **THE ORGANIZATION**

Métis Urban Housing Corporation (MUHC), an affiliate of the Métis Nation of Alberta, was **incorporated in 1982** to provide **subsidized, adequate and suitable** housing to low and moderate income Indigenous families in Alberta. We currently have 507 units in 14 **urban centres** funded by the Federal Government through Alberta Seniors and Housing. MUHC employs over 40 full and part time staff; together we oversee tenant relations and property management needs for thousands of tenants. Unlike any other subsidized property management company in Canada, we offer housing across the province of Alberta and are the **largest Indigenous housing provider in Alberta**. For more information about Métis Urban Housing and its sister organization Métis Capital Housing Corporation (MCHC), visit our website at [www.metishousing.ca](http://www.metishousing.ca)

### **KEY RESPONSIBILITIES**

Working under the supervision of the Director of HR & Corporate Services, the Communications Coordinator is responsible for developing and implementing effective communication strategies to enhance Métis Housing's internal and external communication. This role involves coordinating various communication channels and managing content creation and design while ensuring consistency in messaging. The Communications Coordinator will collaborate with different departments to promote a positive public image and maintain a cohesive brand identity.

#### **Content Creation**

- Develop and design engaging and relevant content for various communication channels such as corporate newsletters, press releases, social media, and the company website.
- Collaborate with internal teams to gather information and ensure accurate representation of organizational messages.

#### **Media Relations**

- Build and maintain relationships with media contacts.
- Draft and distribute press releases to promote organizational events, achievements, and news.
- Monitor media coverage and prepare reports on public relations efforts.

#### **Social Media Management**

- Develop and execute social media strategies to increase brand awareness and engagement.
- Create and curate content for social media platforms and monitor social media channels for trends and mentions.
- Monitor social media channels, respond to comments, and manage online community interactions.
- Analyze social media metrics to measure the success of campaigns and adjust strategies accordingly.

#### **Internal Communication**

- Coordinate internal communication initiatives to keep employees informed and engaged.
- Manage internal communication platforms.
- Assist in developing and maintaining organizational communication policies.

#### **Brand Management**

- Ensure consistency in brand messaging and visual identity across all communication channels.

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**KEY RESPONSIBILITIES (cont.)**

***Event Coordination***

- Assist in planning and executing events, such as press conferences, product launches, and community engagement initiatives.
- Coordinate logistics, create promotional materials, and ensure smooth event operations.
- Create promotional materials and ensure effective communication before, during, and after events.

***Crisis Communication***

- Develop and implement crisis communication plans to handle potential PR issues.

***Analytics and Reporting***

- Monitor and analyze Key Performance Indicators (KPIs) for communications efforts.
- Prepare regular reports on the effectiveness of communication strategies and suggest improvements based on data.
- Analyze and report on corporate and community surveys and assessments.

***Community Relations***

- Liaises with community associations, agencies, and stakeholders.
- Represents the organization at community activities to enhance the organization's community profile.
- Participates in committees, task forces, and special projects as required.

**QUALIFICATIONS**

***Education***

- A Bachelor's degree in Communications, Public Relations, Marketing and Design.
- A minimum of 5 years experience

***Professional Designation***

- None

***Knowledge, Skills, and Abilities***

- Proven experience in communications, public relations, or a related role.
- Strong written and verbal communication skills.
- Knowledge of digital marketing trends and social media platforms.
- Strong computer skills such as MS Office.
- Excellent organizational and multitasking abilities.
- Knowledge of design tools and basic graphic design principles.
- Knowledge of the Métis cultural and political environment impacting Métis governments.
- Excellent interpersonal skills with the ability to manage sensitive and confidential matters with tact, professionalism, and diplomacy.
- Excellent conflict resolution skills.
- Ability to commit to actively uphold and consistently practice diversity, inclusion, cultural awareness, and safety and sensitivity approaches in the workplace.
- Must be reliable. Actively demonstrates a commitment by maintaining a consistent and predictable work schedule.
- Ability to work under pressure, meet deadlines and work independently.
- High level of integrity, sound judgment, and well-organized.

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**WORKING CONDITIONS**

- Works in an office environment. Usually works a standard workweek; some overtime is required to attend meetings or events.
- The nature of work may include extended periods of intense concentration and demanding work schedules with frequent interruptions and deadlines to meet.

**WHAT WE HAVE TO OFFER YOU**

- The opportunity to work with a non-profit Indigenous organization
- A comprehensive benefits plan including: life insurance, disability, health, and dental
- Generous vacation time and personal time off days
- Employer matching RRSP to support retirement plans
- Personal development
- Competitive compensation
- Compensation for professional fees

**HOW TO APPLY**

Applicants should send a resumé and cover letter outlining how they meet the specific requirements of the position by email to: [hr@metiscapital.ca](mailto:hr@metiscapital.ca) or by Fax: 587-855-6470. While we sincerely appreciate all applications, only those candidates selected for interview will be contacted.