

Marketing & Communications Specialist

National Aboriginal Capital Corporations Association (NACCA)

NACCA is seeking a qualified, highly motivated individual to fill the role of Marketing & Communications Specialist.

About NACCA

NACCA is the association of over 50 Aboriginal Financial Institutions (AFIs) that provide financial and business support services to Indigenous entrepreneurs across Canada. AFIs provide over \$100 million in loans annually to more than 1,250 Indigenous business clients and manage a consolidated loan portfolio of more than \$320 million.

NACCA delivers a range of programs and services to AFIs across Canada. It also supports its members by developing new financial products and services, sharing best practices, and advocating on behalf of its AFI members.

The Position

Reporting to the Communications & IT Manager, the Marketing & Communications Specialist will be responsible for analyzing, developing, and implementing communication and marketing strategies that support NACCA's strategic organizational goals.

Key Responsibilities

- Responsible for monitoring and developing content for company's social media platforms, including Facebook, LinkedIn, Twitter, Instagram and YouTube
- Facilitate, research and prepare internal and external communications material, including newsletters
- Develop, implement and evaluate marketing and communications strategies designed to inform businesses, employees and the general public of NACCA's initiatives
- Assist in the design, preparation and production of brochures, reports, newsletters, infographics and other material
- Analyze the performance of the company's website and social media platforms
- Develop and implement advertising campaigns appropriate for print or electronic media
- Assist in the preparation of and/or participation in trade shows and conferences (may include travel)
- Arrange interviews and news conferences
- Other duties as required



Qualifications and Requirements

- Post-secondary education in Marketing, Communications, or related discipline
- Minimum of 3 years in a marketing/communications role
- Excellent English language skills, including verbal and written
- French language skills a strong asset
- Excellent organizational, interpersonal and time management skills
- Excellent cross-cultural skills
- Travel may be required, almost exclusively within Canada
- Experience in graphic design is an asset

Persons of Indigenous ancestry will be given preference (s. 16(1) CHRA)

This is a full-time position located in Ottawa.

Salary & Benefits

An attractive compensation package with excellent benefits including a defined benefits pension plan

NACCA is committed to an inclusive and barrier-free work environment. Workplace accommodations are available. Thank you to all applicants; however, only persons whose applications have been selected will be contacted.

Please send resume and cover letter to HR@NACCA.ca

Deadline for applications is October 25, 2019