



MANAGER, COMMUNICATIONS AND MARKETING

Victoria, B.C.

Join a growing team, dedicated to revitalizing First Nations arts, languages, cultures and heritage in British Columbia. The First Peoples' Cultural Council (FPCC) is looking to fill the position of **MANAGER, COMMUNICATIONS AND MARKETING** to support the success and impact of our programs.

Reporting to the Director, Communications (DC), the Manager, Communications and Marketing (MC&M) supports the Director to raise the profile of the First Peoples' Cultural Council (FPCC). They will provide project management expertise, including leading the development and implementation of marketing and communications plans to increase effective communications and information sharing with our stakeholders, including First Nations communities, partners and funders and the public.

If you are a passionate and experienced professional and are interested in working with a great team dedicated to work that supports cultural revitalization, we look forward to hearing from you!

Submissions from applicants with First Nations, Métis or Inuit ancestry are strongly encouraged.

Who We Are:

The First Peoples' Cultural Council is a First Nations-governed Provincial Crown Corporation with a mandate to support B.C. First Nations languages, arts and cultural heritage revitalization in British Columbia. You may learn more about us here: fpcc.ca/about-us

What We Offer:

- An equal opportunity, respectful and inclusive work environment.
- Travel opportunities to conferences and community events.
- Training and professional development opportunities to grow your career and skills.
- Dental, extended health and vision care for you and your family through Canada Life.
- We value your work-life balance and family/community time.

What You Will Do:

Marketing and Communications

- Under the guidance of the DC, lead the development of communications plans to promote the work of FPCC to ensure awareness of FPCC programs and success stories.



- Under the guidance of the DC, review the existing FPCC outreach plan, provide strategic advice and recommend ways to implement important elements of the plan; manage the implementation.
- Lead and implement all aspects of a refresh of the FPCC website, including identifying what needs to be updated through a research and consultation phase with stakeholders.
- Oversee the work of the communications and marketing team to reach key audiences by creating compelling content and design that supports marketing and outreach across multiple platforms, including website, emails, social media and through digital and printed marketing collateral and promotional materials.
- Oversee the development of an annual social media plan and calendar and ensure content alignment across the department, including timely delivery; approve social media content on a weekly basis.
- Under the guidance of the DC, oversee FPCC brand standards, including the FPCC Brand Guide.
- Oversee the communications and marketing team as they conduct marketing and outreach research, including surveys and focus groups, to help FPCC better understand the needs of its valued audience groups to improve communications.
- Manage the leveraging of existing FPCC data, analytics and research to identify unique ways to customize marketing and outreach to reach key audiences; monitor campaign performance and make recommendations for how to improve ROI and achieve FPCC's marketing objectives.
- Oversee planning for booth event attendance for the year; make recommendations to the DC for improvements.
- Evaluate and manage relevant sponsorship and partner relationships and opportunities.

Internal Communications Collaboration

- Sit on the FPCC events committee as the communications rep: provide recommendations from the perspective of communications.
- Work collaboratively across programs to plan FPCC swag and support procurement.
- Under the guidance of the DC, finalize development of content for the comms intranet page.



Management, Team Leadership and Communication

- Provide leadership, guidance and coaching to direct reports, empowering them to identify solutions and implement day-to-day activities aligned with the service plan and organizational policy.
- Support direct reports to develop an annual workplan.
- Model and promote high standards, healthy boundaries, workload, time management, and self-regulation.
- Provide clear expectations regarding work deliverables and quality. Promote regular feedback, teamwork, excellent communication and problem-solving.
- Promote a respectful, diverse, safe and productive workplace.
- Aligned with the organizational process, perform annual performance reviews for the Communications and Marketing team. Ensure clear feedback is given to promote growth and development. Ensure clear learning objectives are set for the team.
- Partner with Human Resources on resource planning, job design, recruitment, performance management, progressive discipline, complex conflict management and people related challenges.
- Provide clarity on what it means at FPCC to be a First Nations-led organization, emphasizing advocacy rather than activism and curiosity rather than criticism.
- Support and work with the management team towards a consistent application of organizational policy.
- Provide strategic advice to DC in areas of practice.

Operational Support

- Provide advice to the DC on the marketing and outreach aspects of the communications plan.
- Under guidance of the DC, coordinate development of the communications quarterly report, including recommendations for monitoring and evaluation analytics and reporting.
- Develop clear and realistic project plans and adjust as required.
- As assigned, participate in, lead and provide strategic advice on a variety of projects.
- Provide regular project updates to the DC and leadership as required; seek decisions and guidance as needed.
- Source, evaluate, engage and manage contractors as required, ensure they meet FPCC contractor criteria.



- Ensure effective processes are in place to provide marketing and outreach services for FPCC.
- Ensure data collection and data management are consistent with FPCC standardized practices.
- Serve in the absence of the DC, as needed.

Organizational and Financial Accountability

- Collaborate with management team to ensure alignment and consistency across the organization.
- Under the guidance of the DC, support the development of the communications budget make recommendations on marketing and outreach; participate in annual planning.
- Monitor marketing expenses to ensure that expenses are within budget; summarize and escalate to the DC or Finance Department to resolve concerns.
- Meet quarterly with the DC and Manager, Communications and Storytelling to discuss updates on the budget.
- Within the delegation of authority, ensure financial resources are responsibly utilized and ensure contracts are executed to maximize best use of FPCC funds.
- As required, may attend Leadership team, Advisory Committee and Board meetings to report on program/project/operational activities.

Other Duties as Required

- Attend community and leadership workshops, conferences and events with the FPCC tradeshow booth throughout the year; provide event support, as needed.
- Identify issues or potential issues for escalation to the department director.
- Recommend ongoing improvements in areas of practice.
- Other duties as required.

What You Will Bring:

- A degree in marketing, communications, public relations is preferred, or an acceptable combination of equivalent education, training and experience, supplemented by at least 3 years' experience as a program manager in an Indigenous setting, leading a team.



Required Skills and Abilities:

- 5+ years of experience in marketing, communications/public relations in a busy, fast-paced environment.
- Minimum 2 years of management experience including staff and contract management, including building a team and supervising the work of employees.
- Excellent organizational, leadership and project management skills, including attention to detail and a focus on milestones and deadlines.
- Experience leading marketing and outreach activities and developing marketing plans and strategies.
- Advanced writing and editing skills, including drafting and editing social media posts, newsletter articles, website content and marketing copy. Polished oral communications skills.
- Familiar with planning and implementing research activities to support marketing and communications.
- Skilled with the latest technology and tools, including for digital/print communications needed to tell stories effectively to a broad audience; understanding of how data can inform marketing and outreach strategies.
- Excellent organizational, planning and project management skills, including attention to detail and a focus on milestones and deadlines.
- Ability to work independently and as part of a team; take initiative.
- Ability to juggle multiple concurrent projects in a fast-paced environment.
- Demonstrated tact and judgment in interpersonal relationships. Ability to respond effectively and tactfully to sensitive issues, inquiries and complaints.
- Open to new perspectives and different ways of thinking about working.
- Excellent understanding of First Nations revitalization context in B.C. and a general understanding of Indigenous cultures across Canada.
- Ability to build and maintain strong relationships with community members and organizations, government, funders, related organizations and politicians.
- Demonstrated experience in effective planning, program development, project management and implementation.
- Excellent communication (written, verbal), facilitation and conflict resolution skills.
- Ability to maintain confidentiality and work with highly confidential information.
- Demonstrated tact and judgement in interpersonal relationships and staff development feedback.



- Ability to solve complex problems and respond effectively to sensitive issues, inquiries and complaints.

Working Conditions

- Most work is done in a general office environment.
- Regular travel to meetings and events throughout B.C. is required.
- May be required to work occasional evenings and weekends.

The salary range for this position is **\$85,719 to \$91,832** based on experience and qualifications. The standard work week at FPCC is **35 hours**.

For more information about the First Peoples' Cultural Council, visit: www.fpcc.ca

Please send a resume and covering letter to: hr@fpcc.ca

The posting will remain open until filled.

The First Peoples' Cultural Council is located in Brentwood Bay and we are grateful to have our home in the beautiful traditional unceded territory of the WSÁNEĆ Nation people, in the village of WJOŁĘTP.

FPCC values all employees and the communities we serve, and the health and safety of the work environment is a top priority.