



**MIZIWE BIIK
ABORIGINAL EMPLOYMENT AND TRAINING**

Employment Opportunity

Miziwe Biik Aboriginal Employment and Training is a non-profit organization, established as G.T.A.M.B. in 1991, our main objective is to provide employment and training services to the Aboriginal community in the Greater Toronto area.

Contract Full-time Position: April 1, 2018 – March 31, 2019

Marketing and Communications Officer

The Marketing and Communications Officer will be responsible for planning, development and implementation of the organization's marketing strategies and marketing communications. Working with staff, this position will use available resources to do outreach to employers, using all forms of media, including social media, to market the numerous programs offered by the organization.

Job Description:

- Work in collaboration with staff, volunteers, event organizers, media, and others to leverage our brand and achieve promotional synergies and maintain positive ongoing relations and marketing opportunities.
- Marketing and outreach of Aboriginal clients and Miziwe Biik's services to employers in the GTA.
- Prioritize and manage multiple responsibilities under tight deadlines in a team environment.
- Create, edit and proof content for marketing materials to be mass distributed to Miziwe Biik clientele, employers and the GTA Aboriginal community pertaining to employment or training opportunities.
- Using social media to promote the organization, for example, Twitter, Facebook and LinkedIn, YouTube, Flickr.
- Identify trade publications and newspapers in which to place advertisements promoting the hiring of Aboriginal employees as well as Miziwe Biik services for employers.
- Work with teams to solicit input and feedback on all materials developed.
- Participate in overall organizational planning as required and requested.

Qualifications:

- Two to five years in marketing and communications in a not for profit environment.
- Demonstrated experience in strategic marketing and communications planning.
- Demonstrated experience in branding communications.
- Extensive experience working with photographers, designers, media, printers and other suppliers.
- Experience with mobile, online interactive and social media tools, techniques and best practices.
- Experience working with different web technologies to update and maintain websites.
- Excellent time management and organizational skills.



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- Excellent verbal and written communications skills.
- Excellent grammar, editing and proofing skills.
- Ability to perform a wide variety of tasks efficiently.
- Professional demeanor, ability to work in cross-functional teams.
- Strong personal initiative and ability to work independently.

First Nation, Métis and Inuit applicants are encouraged to apply and asked to please self-identify on their cover letter. Please submit your cover letter and resume via email in MS Word format to:

Human Resources: hrjobs@miziwebiik.com

**** Closing Date: Wednesday, February 28, 2018, 4:00 P.M. ****

We thank all applicants for their interest; however, only those selected for an interview will be contacted. **No phone calls please**

If you are invited for an interview and require access accommodation, please let us know in advance so that we can make adequate arrangements.