



JOB POSTING

Citxw Nlaka'pamux Assembly (C.N.A.) NLX Radio Community Engagement Specialist



Reports To	Citxw Nlaka'pamux Assembly General Manager
Closing Date	January 19th, 2018 at 4:00 p.m.

Reports to the Citxw Nlaka'pamux Assembly Manager on strategic planning, the Community Engagement Specialist will guide and implement NLX Radio's efforts to engage community stakeholders to improve programming including language and cultural awareness through the online radio, and increase listenership and reach to more community members. The Community Engagement Specialist must be a self-starter and must possess the ability to work under deadline pressure. Working within the framework of the 3 year strategic priorities plan the Community Engagement Specialist will translate objectives related to community engagement into radio program initiatives. The core activities of the position include increasing listenership and community based programming, relationship and partnership development. Given Citxw Nlaka'pamux Assembly's unique institutional partnerships, this staff person must be able to represent NLX radio to a wide variety of stakeholders including leadership, urban members of the Participating Bands and policy makers, community managers, and grass roots community members. In addition, the staff person must be an expert communicator across a variety of platforms, from the printed word to the various social media outlets. The Citxw Nlaka'pamux Assembly represents the interests of the 8 Participating Bands and serves approximately 2,600 members. Our communities continue to grow through development of our arts and culture, and program delivery. Our brand will be built on managing our resources in a responsible and sustainable manner while supporting vibrant and growing community based program initiatives.

Duties and Responsibilities

- Providing strategic communication and community engagement advice to support the implementation of NLX Radio initiatives and strategic direction.
- This position provides direction and assistance to other staff and has direct involvement in developing communication materials, including writing, review and approval of media materials, social media and online content for the Radio station
- Plays a key role in managing NLX radios digital presence, including creating content, training contributors, establishing editorial guidelines, tracking metrics and making suggestions for innovation on the social media channels and through its online community.
- This position will also work with other departments to determine their communication requirements and public engagement needs with respect to Radio programming, and is responsible for developing and implementing strategies and tactics to engage community members, program contributors, businesses, recreation and event participants, and other community stakeholders to develop radio content.
- In a crisis situation, this position could undertake a significant role in media and public relations, providing direction and advice on crisis communications and issues management strategies.
- Will work collaborative team of community members in an engaging, fun, and efficient way using NLX Radio to keep people informed and involved.
- Deliver the social media elements of marketing campaigns on time and on budget
- Develop strategy and execute strong results-driven social media campaigns that will drive community engagement and awareness
- Work closely with C.N.A. Program Staff and community stakeholders to build content and measure its effectiveness and reach
- Oversee and manage relationships with key Nlaka'pamux community and social media influencers, bloggers, and notable online properties and identify new opportunities
- Continually focus on all steps of the listener lifecycle to experiment and identify new and alternative ways to engage with listeners and programming prospects

- Build the relationship and create incremental community based program with our Participating Bands and create ongoing radio campaigns to increase listeners in both the urban and rural communities
- Develop review and ensure programming content is relevant to all listeners
- Translate relevant goals and objectives in 3 year Citxw Nlaka'pamux strategic priority plan into initiatives with specific outcomes and target dates
- Build and maintain relationships with Citxw Nlaka'pamux Participating Bands and their members both on and off-reserve, and other program partners
- Identify individuals who have the potential to serve as community program celebrities, and provide opportunities for leadership to reach out to community members
- Coordinate or assist in planning the communication process for events such as community meetings, health fairs and local business fairs
- Develop systems to distribute information to community residents with the highest impact
- Work with the web content manager to update website, coordinate the production of a newsletter and program schedule, write articles for radio broadcast and draft press releases for review
- Other responsibilities to be assigned as needed

Qualifications Education & Experience:

The successful applicant will have outstanding interpersonal skills, as well as exceptional oral and written communication skills, including coordination and facilitation skills. The applicant will possess a high degree of cultural competency. The applicant will also have a strong ability to problem solve, negotiate, and resolve conflict, and will be required to work co-operatively and facilitate the development of a team.

- Experience with community development
- Must be able to compose newsletter articles, flyers and press releases.
- Proficiency in the use of social media such as Facebook and Twitter, and Blogs
- 3 years of relevant experience communicating persuasively with diverse audiences ranging from policymakers and corporate managers to grass roots community members
- Demonstrated ability to establish and maintain effective working relationships with a wide range of stakeholders
- Creativity, sound judgment and the ability to work at times with minimal direction, and some experience in conducting surveys in community settings
- Must be ambitious and passionate about the social media space and its value to a marketer

Please submit your cover letter and resume to:

Wayne Kaboni, Manager
 Citxw Nlaka'pamux Assembly
 Mail: P.O. Box 618, Merritt, B.C. V1K 1B8 or
 Email: wkaboni@cna-trust.ca
 Fax: 250-378-2910 or In Person: 2187-A Coutlee Avenue in Merritt

We wish to thank all applicants for their interest and effort in applying for the position; however, only candidates selected for interviews will be contacted. Your application to this posting is deemed to be your consent to the collection, use and necessary disclosure of personal information for the purposes of recruitment. Citxw N'laka pamux Assembly respects the privacy of all applicants and the confidentiality of personal information.