

Indigenous Tourism Association of Canada (ITAC) is hiring for a Corporate Communications Specialist to join their growing team.

The Corporate Communications Specialist works with the partnerships team in implementing various productive corporate communications strategies and plans. Supports external communications partners and provides support to internal and external stakeholders to provide corporate communications to members and partners.

Responsibilities include (but are not limited to):

Communications:

- Work with the Director, Partnerships to advance a corporate communications strategy to enhance the corporate reputation and communications of ITAC
- Ensuring all corporate communications information is shared in a timely manner
- Prepare Communiqués, News Releases, communications briefs, Q&As and infographics for distribution through corporate channels
- Manage (write and collect) weekly content for ITAC's Newsletter
- Prepare membership specific newsletters
- Manage Corporate Website Updates (News Posts, Webinars, Board Meeting Minutes, etc.) with Technical Advisor.
- Manage corporate Social Media (LinkedIn & Twitter)
- Leverage partners corporate comms with Provincial Territorial Indigenous Tourism Organizations, Destination Canada, PMO's/DMO's and prepare Indigenous-specific communications for distribution through partner channels
- Collaborate with partner communication teams for shared communiques and press releases
- Oversee the organizational communications
- Manage and support ITAC corporate communications and marketing to ITAC partners and members
- Provide support with regards to communicating ITAC activities to territorial and provincial contractors and associations
- Manage CrowdRiff (Visual Marketing platform)
- Prepare and manage content for ITAC's blog and social media post
- Provide membership support, marketing, and communications
- Work closely with graphic designer to ensure the visibility being given to ITAC members

Corporate Public and Media Relations for advocacy and reputation management:

- Press releases
- Media requests
- Tracking and reporting earned media
- Support relationship with Tartanbond
- Write copy and content for various platforms and collateral such as social media, traditional media, press releases, website copy, podcasts, and blogs
- Develop and implement corporate communication strategies in coordination with Partnership, Marketing and Development teams
- Edit and proof work to ensure high editorial standards are met across all content outputs
- Collaborate with creative, product, marketing, and legal to assess project needs and help with messaging

- Ensure copy aligns to communications and brand standards and ITAC's strategy and marketing initiatives
- Collaborate with internal teams, contributing ideas and expertise
- Support the Director, Partnerships with day-to-day media relations/media requests
- Ideate and support the creation of corporate multimedia products including videos, publications, and infographics
- Expert in social media platforms and tools such as Instagram, LinkedIn, Twitter, Facebook, and Google Analytics
- Prepare and manage content for ITAC's corporate news and social media posts
- Provide communications and promotional support to membership drive efforts
- Work closely with graphic design to ensure the visibility and quality control of content and images including ITAC members are profiled
- Develop and execute corporate communications plan for International Indigenous Tourism Conference

General Duties:

- Manage translation of documents working with translation supplier
- Assist with the presentation and design for:
 - Board requirements
 - Presentations
 - Membership website updates
 - Social Media platforms
 - Provide editing and proof-reading support
- Arrange shipment of required materials to various meeting locations
- Assist in the coordination and execution of the International Indigenous Tourism Conference

Qualifications:

Education:

- Technical Certification or Post-Secondary education in Communications, Marketing, Journalism, Business, or a related field is an asset

Relevant experience:

- Knowledge of Indigenous communities, businesses, and similar organizations across Canada
- Experience in working with non-profit organizations
- Minimum 3 years communications and marketing experience
- Hands on Social Media and Digital Media experience

Skills and Abilities:

- Knowledge and understanding of current web editing tools, HTML and CSS
- Resourceful and able to prioritize, anticipate needs, multitask, and meet deadlines with minimal supervision
- An understanding of the media landscape in Canada
- Detailed oriented, ability to spot and correct errors
- Ability to interpret information and conduct research if needed
- Expert in social media platforms and tools such as, LinkedIn, Twitter, Facebook, and Google Analytics
- Strong interpersonal skills, high level of professionalism, discretion, energy, speed, accuracy, and dedication
- Excellent communication skills
- Solid organizational skills



- Strong writing and editing skills
- Ability to manage competing timelines
- Excellent relationship building skills

Work Location:

Vancouver Canada (May consider a remote candidate)

Note: There will be travel required with this position

To apply to this position, please respond by email to hr@chemistryconsulting.ca submitting an up-to-date cover letter, and resume detailing your experience and qualifications as well as outlining why you are interested in this position with ITAC.

Closing Date: July 22, 2022