



Employment Opportunity – Communications Coordinator

Who We Are: The North Bay MFRC is an independent, provincially incorporated not-for-profit organization located at CFB North Bay and governed by a local volunteer Board of Directors. The North Bay MFRC receives the majority of its funding from Military Family Services (MFS), a division of the Canadian Forces Morale and Welfare Services Agency within the Department of National Defence (DND).

Job Summary: The Communications Coordinator will coordinate, develop, conceptualize and implement all aspects of the MFRC external and internal communications. One focus of the position is to ensure a consistent public image be communicated to military families and all MFRC stakeholders. This position involves working closely with other team members to design advertisements and ensure the websites and social media platforms of the MFRC are consistently updated with timely and relevant information. The Coordinator will also promote North Bay MFRC programs and services via email, online and on social media, and in print (i.e. the base newspaper and MFRC newsletter). Professional translations of program information and MFRC announcements are a requirement. The job entails planning, organizing, and implementing all communications, advertising, and digital media initiatives in both official languages when necessary. This position reports directly to the Executive Director. This is a Permanent, Full Time Position offering 37.5 hours/weekly. Compensation is to be determined; it will be commensurate with qualifications.

Position requirements:

- Post-secondary degree or diploma in Marketing, Graphic Design, Public Relations, Communications, and/or related field; ideally a minimum of three years' experience working in one of these fields.
- Effective at creating compelling written and visual bilingual communications for external audiences.
- Ability to develop and maintain websites, social media campaigns, and digitally produced material.
- Capability to design, develop, deliver and maintain an organizational marketing plan for the MFRC.
- Strong public speaking, presentation and facilitation skills, along with proficiency in Microsoft Office applications (Word, Excel, PowerPoint etc.) and social media platforms (Facebook, Twitter, etc.).
- Must collaborate, research, create, and publish MFRC information intended for public distribution.
- Ability to respond to multiple priorities with professionalism and excellent time management skills.
- Working knowledge of Google Analytics, and various social media management tools (i.e. Hootsuite).
- Excellent communication skills, both oral and written, in both national languages is mandatory.
- Ability to develop strong relationships with a variety of community, government and media agencies.
- Experience with public relations, advertising, and marketing materials for a not-for-profit; expertise in Web Design software, design software, contact management systems, and desktop publishing.
- Knowledge and understanding of the challenges related to the military lifestyle is an asset.

Please submit your resume and cover letter electronically before 4pm Tuesday, September 8th 2020. As bilingualism is essential for this job, this ability must be explicitly stated in the application and it will be tested, along with other pertinent communications skills, during the interview process in order to ensure the capacity to oversee bilingual communications/complete the requirements of the position is satisfactory.

Attention: Tessa Clermont, Executive Director
Email: executivedirectornbmfrc@outlook.com

We thank all applicants for their interest in this position, however only those selected for interviews will be contacted. Accommodations to applicants with disabilities are available upon request.