



EMPLOYMENT OPPORTUNITY

COMMUNICATIONS AND MARKETING SPECIALIST

**Full-time, Permanent position
(open to hybrid work from the Akwesasne or Ottawa office)**

ABOUT FNMHF

The First Nations Market Housing Fund (the “Fund”) is a registered not-for-profit trust created by the Government of Canada in 2008. The Fund is led by a board of 9 Indigenous trustees from across Canada. The head office is located ‘on-reserve’ in the Mohawk Territory of Akwesasne, with one satellite office located in Ottawa, Ontario.

Our mandate is to help facilitate access to financing for loan-based housing in First Nations communities; and to create the capacity in First Nations communities to support and sustain loan-based housing programs.

As we work towards increasing the opportunities for on-reserve loan-based homeownership, our vision is that *“Every First Nation family has the opportunity to have a home on their own land in a strong community”*.

The successful candidate will be eligible for flexible work hours, hybrid working options, a competitive salary and benefits package. In addition, Indigenous employees, who meet CRA criteria for working ‘on-reserve’, will have the opportunity to earn tax free income.

POSITION SUMMARY

The Communications and Marketing Specialist leads the communications efforts to ensure the Fund’s brand and messaging are visible and effective in all the diverse First Nations communities across the country and other key stakeholders. The position promotes the marketing of the Fund’s products and services, engages in the assessment of appropriate platforms and media to communicate and adjust methods as necessary to relate to key audiences. The role measures brand recognition and increases awareness and sustains ongoing interest of the Fund across the country.

The Communications and Marketing Specialist brings an innovative and strategic outlook to the Fund’s products and services and works in collaboration with internal teams and external stakeholders to support organizational initiatives.

KEY ACCOUNTABILITIES

Products/ Services and Branding

- Identify the need for new products and initiate the production process, ensuring the appropriate testing occurs.
- Assess opportunities for Fund participation and expansion of clientele through effective communications and/or Fund presence at events.



-
- Lead corporate branding initiatives to promote the engagement of First Nation communities and other key stakeholders in the development of the brand strategy and brand promise.
 - Engage third party resources and manage them to design and develop products and collateral.
 - Conceptualize and execute marketing campaigns across the First Nations communities, ensuring the alignment of communications and messaging across all groups.

Communication Planning and Outreach

- Educate and promote awareness of the Fund's products and services to First Nations communities across the country.
- Design and implement communications strategies for a multitude of audiences, ensuring research and analysis of both mainstream and Indigenous spheres.
- Promote and increase formal collaborations with institutions to increase the visibility of FNMHF.
- Respond to media inquiries in a timely manner and makes appropriate referrals to the Board and/or key staff for information purposes.
- Monitor local newsworthy events and developments to identify potential issues and develop messaging for review and response as required.
- Identify opportunities for improving linkages, partnerships and collaborations with other like-minded organizations.

Market Research and Analysis

- Engage in research concerning products and services of FNMHF and provide advice and guidance on Fund communications.
- Gather customer and market insights to inform outreach strategies, increase customer conversions and generate more qualified leads.
- Monitor public documents and ensure they are creatively designed and published to a particular standard e.g., information brochures, reports, newsletters etc.
- Analyze new developments in the marketing and communications fields and make recommendations for their application to the organization.
- Investigate and research new technologies including available software options to build online presence and pursue new engagement marketing and communications strategies.

Team Member

- Work as a team player promoting a positive and professional work environment and conducts role with integrity and respect.
- Demonstrate culturally and ethically appropriate behavior and comply with the standards of conduct developed for FNMHF.
- Abide by the policies and procedures of FNMHF.
- Abide by the Occupational Health and Safety Act, and work in a manner that is



safe, reporting incidents immediately to direct supervisor.

- Perform other duties as assigned in order to meet the overall goals and objectives of FNMHF.
- Operate within the culture and core values of the organization.
- Maintain knowledge and expertise in relevant fields.

EDUCATION AND EXPERIENCE

- University degree in Business Administration, Marketing or a related discipline attained and professional designation.
- Five (5) to seven (7) years of experience in similar positions with increasing responsibilities.
- A combination of education and related experience will also be taken into consideration.

KNOWLEDGE AND SKILLS

- Knowledge of the FNMHF's overall objectives, strategy and policies and a solid understanding of its operations and processes.
- Knowledge and understanding of Indigenous history and First Nations' housing issues.
- Proven experience developing marketing plans and campaigns.
- Proficiency in digital marketing and knowledge of technology and the digital media landscape.
- High level of attention to detail and accuracy and ability to make effective decisions and solve problems.
- Proficiency in Microsoft Word, Excel and Power Point.
- Excellent organizational skills, analytical thinking and logical reasoning and the ability to undertake and complete multiple, concurrent tasks.
- Demonstrated ability to work independently and in a team environment.

ORGANIZATIONAL VALUES

All work at FNMHF must be done in line with the organization's values:

LOVE - We are committed to addressing the needs and interests of First Nations individuals, families, communities, and Nations in safe and sustainable ways.

HUMILITY - We remain open to new ideas that help us better fulfill our mission and responsibilities.

RESPECT - We work at the pace of each First Nation, respond to their diversity, and care for the communal nature of the land.

COURAGE - We are willing to do our part to decolonize, engage in reconciliation, promote the changes necessary to increase loan-based home ownership, and celebrate success.



HONESTY - We are clear about our focus on loan-based housing, our ability to support other housing needs of Indigenous Peoples, and our willingness to be accountable.

WISDOM - We know when to listen, learn, advocate, collaborate, and innovate.

TRUTH - We acknowledge that broad solutions are needed for the housing realities that Indigenous Peoples face on a daily basis and that loan-based housing is only one part of the solution.

APPLICATION INFORMATION

We invite qualified candidates to send their resume and cover letter telling us why you think you would be a great addition to our team at the FNMHF to info@fnmf.ca no later than September 30, 2022.

As preference in hiring may be given to Indigenous candidates, all applicants are encouraged to self-identify. Although English is the working language, please also indicate your level of understanding of French and any Indigenous language.

We thank all applicants for their interest. Please note, only those selected for an interview will be contacted.