

NACM Job Description

Job title	NACM Communication Specialist/Lead
Reports to	Director, National Aboriginal Council of Midwives
Created on	August 2021 – <i>Revised September 2021</i>

Background

The National Aboriginal Council of Midwives' (NACM) mission is to promote excellence in reproductive health care for First Nations, Inuit, and Métis communities. NACM advocates for the restoration of midwifery education, the provision of midwifery services, and choice of birthplace for all Indigenous communities consistent with the U.N. Declaration on the Rights of Indigenous Peoples.

Job Purpose

The National Aboriginal Council of Midwives (NACM) wishes to hire a Communications Specialist/Lead to support the development and implementation of organization-wide and project-specific communication plans to promote the profession of Indigenous midwifery. This will include ongoing engagement with the public and dissemination of resources to our members, their clients, and stakeholders. NACM wishes for the consultant to lead on the following types of content:

- Social Media
- Media Releases
- Position Statements
- Scripts for Speaking Engagements

We invite you to consider joining our Team if you are an experienced and committed communications specialist who prioritizes centering Indigenous voices and perspectives and can help NACM strengthen our public-facing, external communications in a coordinated, strengths-based, and Indigenous centered manner.

Duties and Responsibilities

- Draft press releases, news, and articles.
- Draft content for the website, social media and newsletter and coordinate their dissemination
- Provide media advice and support to the Director, Co-Chairs, and staff
- Prepare leadership and staff for speaking engagements; prepare scripts and speeches
- Develop annual/quarterly media plans and policies with the Director, aligned with the organizations strategic priorities
- Identify, develop, write, and promote stories and cross-channel content about the complete range of NACM initiatives
- Manage media issues and risk in consultation with NACM Director
- Work collaboratively with colleagues from CAM Communications, staff, and Directors to ensure that media and public relations activity is coordinated and aligned.
- Compile media coverage reports and monitor media activities to identify issues and future campaigns.
- Create, manage, and grow a media contact list for NACM

Qualifications, Knowledge and Skill Requirements

- 3 years of experience in developing and executing digital media messages and online posts including the use of photos, videos, and other creative graphics for deployment across a variety of social media, websites, and other online platforms.
- Strong commitment and demonstrated experience centering Indigenous voices.
- Strong written and verbal communications skills with the ability to write high quality, compelling digital copy.
- Being open to direction and able to embrace change.
- Attention to detail.
- Reliable, with good time keeping and the ability to meet deadlines.
- Excellent interpersonal skills; A commitment to creative collaboration within NACM team and other departments, partners, stakeholders.
- Adaptability and the willingness to learn new processes and technical skills.

Additional Skills

- Fluently bilingual (French and English; spoken and written) highly desired.
- Experience in a non-profit, or member-based association organization.

Working Conditions

- 1-year contract, conditional on funding.
- Part-time: approximately 14-21 hours/week (flexible).
- Work will take place remotely.

How to Apply

NACM is an Indigenous led and governed organization. Indigenous candidates are strongly encouraged to apply. Non-Indigenous candidates must have a commitment to working within an anti-oppressive, Indigenous framework

Please follow these instructions:

- Send your CV and a cover letter in one PDF document and ensure that your first and last names and the text “Communications Specialist” are included in the file name.
- Send a recent sample of your work (e.g., social media campaign, press release, etc.) your PDF by email with the subject “Communications Specialist” to atassignon@canadianmidwives.org
- Deadline for applications is **5pm Eastern Time on October 8, 2021.**

We thank all applicants for their interest, however, only applicants selected for an interview will be contacted. Resumes received will be held confidential, shared with the selection committee only, and be used only for the purposes of selection for this position.