



Marketing & Communications Manager

About Us

Halifax (Kjipuktuk) is hosting the 2023 North American Indigenous Games (NAIG 2023) July 15 to 23, 2023, which was postponed in 2020. NAIG 2023 will welcome approximately 5,000 Indigenous participants from across Turtle Island (North America) to participate in the largest multi-sport gathering in Atlantic Canada of Indigenous people since contact. NAIG 2023 has the opportunity to have about 3,000 volunteers in a celebration of Indigenous sport and culture across 17 sports and 7 days of cultural celebrations. NAIG 2023 is organized and executed by the NAIG 2023 Host Society, who is a not-for-profit organization and the employer of this opportunity.

Our Opportunity

Reporting to the Director, Marketing & Communications, the Manager of Marketing & Communications oversees activities related to branding, marketing, social content & the overall profile & awareness of NAIG 2023.

Role and Responsibilities:

- Supports the planning and development of multi-channel marketing campaigns, activations, and website.
- Collaborates with community relations, volunteer program, merchandising, sponsorship, sport delivery, mascot program, festivals and ceremonies and other functional teams to support and assist in drafting, positioning, and sharing of the Games messaging.
- Leads the development of a social and digital strategy, including support for partnerships, promotions, editorial, web, and online updates.
- Acts as a brand steward, ensuring all touchpoints are on-brand and on-strategy.
- Produces regular and ad-hoc reports, and dashboards to measure campaign effectiveness.
- Executing all responsibilities in a manner consistent with the Mission, Vision, and Values of NAIG 2023.
- Other duties as reasonably required. Due to the nature of our organization, and especially during the time leading up to, and during the actual Games, all staff will be required to act in capacities beyond their formal job description.



Qualifications

- Diploma or undergraduate degree in Marketing, Communications, public relations, or related field
- Three (3) or more years of related work experience, or a combined equivalent of education and work experience
- Expertise in multiple social media platforms (Instagram, Facebook, Twitter, TikTok) with a finger on the pulse of emerging trends and technologies
- French Language skills considered an asset
- Eligible to work in Canada

Technical/ Job Specific

- Deep understanding of the media landscape, especially digital and social media, and new emerging platforms. Can develop and execute paid marketing campaigns across all relevant platforms, including media buys.
- Ability to build and maintain positive relationships and provide exceptional client service to internal and external stakeholders
- Demonstrated ability to set priorities, problem solve, manage multiple projects, and meet deadlines
- Results driven with ability to set and deliver on priorities
- Ability to work collaboratively in a team environment with a focus on attention to detail
- Energetic self-starter; takes initiative and can work with minimum direction and supervision
- Able to exercise discretion, good judgement, and solid decision-making. Must have the ability to adhere to strict confidentiality.
- Experience training, supervising and leading staff, volunteers and ensuring that their work is completed in a timely and accurate manner

Working Conditions

- Anticipated start date: Early January 2022
- Flexibility in hours, as there will be expectation for some evenings and weekends required.
- Own reliable transportation required, including a valid Class 5 license

**2023 JEUX
AUTOCHTONES**
de l'Amérique du nord
HALIFAX · NOUVELLE ÉCOSSE



North American
**INDIGENOUS
GAMES 2023**
HALIFAX · NOVA SCOTIA

- Satisfactory criminal record check and Child Abuse Registry Check must be provided prior to the commencement of the contract.

Competencies

Analytical Thinking, Decision Making, Networking/Relationship Building, Managing Change, Values & Ethics, Valuing Diversity, Teamwork & Cooperation, and Organization and Planning, Adaptability & Flexibility

Work Status:

Temporary full time contract up to August 2023.

Hours of Work:

35 hours a week and must be willing to work a flexible work schedule.

Salary:

\$65,000 - \$75,000 per annum.

Closing Date:

Applications will be received up to midnight on **Nov 26, 2021**

Candidates are encouraged to self-identify in this recruitment process under any of the employment equity groups. Preference will be given to applications from qualified Indigenous/Aboriginal persons.

During the recruitment process, applicants have the right to request an accommodation. Applicants invited to participate in an assessment process (such as an interview or testing) and who require accommodation, should discuss their needs with the recruiter when invited to the recruitment process.

To apply or any questions regarding this position can be directed to Laura Seaboyer at Careers@naig2023.com

Please note: We thank all applicants for their interest in this position. Only those applicants selected for interview/testing will be contacted.