**JOB DESCRIPTION:**

Director of Community Relations, Marketing, and Communications (NITV / Uvagut TV)

**Position Title:** Director of Community Relations, Marketing, and Communications

**Organization:** NITV

**Location:** TBC

**Reports To:** NITV Executive Director and NITV Senior Director of Operations

**Position Overview:**

The Director of Community Relations, Marketing, and Communications advances the mission of NITV / Uvagut TV by developing and implementing strategic initiatives to foster community engagement, enhance the organization’s brand, and amplify its voice. This position requires a dynamic and innovative leader with a passion for non-profit media, exceptional communication skills, and a proven track record in community relations, marketing, and public relations. Reporting to the Senior Director of Operations and NITV’s Executive Director, the Director oversees internal and external communications policies, processes, procedures, and reporting, in addition to government and other stakeholder relationship-building.

**Key Responsibilities:**

*Community Relations:*

* Develop and nurture relationships with community stakeholders, including donors, partners, and local organizations
* Plan and execute community engagement initiatives to expand awareness of NITV's mission and programs
* Represent the organization at community events, public forums, and media appearances
* Serve as a liaison between the organization and diverse community groups to ensure inclusive programming and partnerships

*Marketing and Branding:*

* Oversee the creation and execution of comprehensive marketing strategies to promote NITV / Uvagut TV's content, services, and mission
* Ensure consistent brand messaging and alignment across all communication channels, including print, digital, and broadcast media
* Monitor and analyze marketing performance metrics, adjusting strategies to maximize reach and engagement

*Communications:*

* Lead the development of compelling content, including press releases, newsletters, social media posts, and annual reports
* Manage media relations, including cultivating relationships with journalists and responding to media inquiries
* Oversee crisis communication plans and ensure timely, effective messaging during emergencies or sensitive situations
* Collaborate with internal teams to ensure that communications align with organizational goals and priorities

*Leadership and Management:*

* Supervise and mentor a team of marketing and communication professionals, contractors, and volunteers
* Develop and manage the department budget, ensuring resources are allocated efficiently
* Stay informed about industry trends, best practices, and emerging technologies to keep the organization at the forefront of community engagement and communication

**Qualifications:**

*Education*

* Bachelor’s degree in communications, Marketing, Public Relations, Journalism, or a related field. A Master’s degree is a plus

*Experience*

* Minimum of 7-10 years of progressive experience in community relations, marketing, and communications, preferably in a non-profit or media setting
* Proven experience in developing and executing successful community engagement and marketing strategies
* Strong leadership skills with experience managing teams and projects

**Key Competencies:**

* Exceptional verbal and written communication skills, with the ability to tailor messaging to diverse audiences
* Proficiency in digital marketing, including social media platforms, email campaigns, and analytics tools
* Strong interpersonal and relationship-building skills
* Creative and strategic thinker with excellent problem-solving abilities
* Ability to manage multiple projects and deadlines in a fast-paced environment
* Understanding and support of the mandate of NITV, and the wider scope of Inuit and Indigenous issues in Canada (including Truth & Reconciliation, anti-colonialism and self-determination)

**To Apply:**

Please submit a cover letter and resume tory@legacybowes.com.

*NITV is proud to be an inclusive employer that values and respects Inuit knowledge, culture, and perspectives, and is committed to building a workplace where diversity is welcomed and everyone feels they belong.*