

KITCHENUHMAYKOOSIB INNINUWUG DIBENJIKEWIN ONAAKONIKEWIN ΡΓαΤΙσί ΔσσΦ Ν΄ ΠΥΡΓΡΔΟ ΣασσθΩ

POSITION DESCRIPTION

Position Title: Marketing Coordinator

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Kaaniikaaniyanohkaadag

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Hours of work

Full-time, 35 hours per week

Location:

Kitchenuhmaykoosib Inninuwug ("KI"), Sioux Lookout, or Thunder Bay, ON

Reports to: Ayamowin (Communications) Manager

WHO WE ARE: Kitchenuhmaykoosib Inninuwug Dibenjikewin Onaakonikewin ("KIDO") is the KI Family Law and its Maamao Dibenjikewin Kanawaabajikewin ("MDK") service model carries out child and family services, but KIDO is much broader than mainstream services. It is specific to KI Nation and is an important exercise of Miinikozowin (inherent power) by KI and aims to restore kayaash egwa miina ahchaako kikinohamaakewinan (traditional and spiritual teachings of KI).

VISION STATEMENT: To reach a goal of a healthy self, healthy dibenjikewin (family), and a healthy community. Our ancestors held everything sacred and thanked Kishe-Manido (Creator) for all that had been given, including the foundation to guide a strong community composed of healthy dibenjikewinan (families) who are raising awaashishag (children) and/or oshkaadizag (youth) grounded in their culture and language.

POSITION SUMMARY

The Kitchenuhmaykoosib Inninuwug Dibenjikewin Onaakonikewin (KIDO) Marketing Coordinator will lead all KIDO marketing/public relations activities to create public awareness and understanding of KIDO, its vision, mission, principles, and services, with a focus on Kitchenuhmaykoosib Inninuwug (KI) members. Outreach will also include internal KIDO stakeholder groups and external partner governments and agencies. The Marketing Coordinator



will ensure all marketing activities project KIDO brand consistency, in alignment with the brand guide, as part of communicating a positive image of KIDO and its important services.

The Marketing Coordinator will interact with the public in-person through event hosting, presentations, and career fairs; online through social media, email, and the KIDO website; and through other media channels, such as KI Community Radio and KIDO newsletters. Duties will include planning and implementing annual marketing campaigns and event sponsorships that serve to fulfill the vision of KIDO. To support marketing activities, the Marketing Coordinator will create, purchase, and distribute KIDO promotional materials in multimedia formats.

The Marketing Coordinator reports to the Ayamowin (Communications) Manager and works in close cooperation with other Ayamowin staff, the KIDO Director, and senior managers. This is a full-time position. Duties will generally take place during regular KIDO operating hours, but the Marketing Coordinator will sometimes work flexible hours to fulfill requirements of the job.

KEY RESPONSIBILITIES

- Lead development and implementation of a marketing strategy and plan. Schedule and coordinate annual KIDO marketing campaigns and major sponsorships of KI special events that reinforce the KIDO vision and mission. Monitor and evaluate the reach and effectiveness of marketing activities for ongoing improvement of marketing strategies.
- Assess incoming sponsorship requests for fit with the KIDO vision and mission.
- Plan, create and distribute promotional/advertising content through the KIDO website, newsletters, and multimedia/social media channels, and KI Community Radio. Execute external media ad buys as necessary.
- Coordinate distribution of newsletters, information bulletins, and KIDO awareness campaigns in direct and digital formats. Create and maintain email and mailing lists of KI people and other KIDO stakeholders.
- Liaise with the KIDO Graphic Designer and external commercial printers to produce promotional materials, including business cards, brochures, posters, office signage, stakeholder gifts, and employee gear.
- Coordinate the purchase, storage, and distribution of marketing/promotional materials from vendors, and maintain inventory records.
- Coordinate the sharing of internal KIDO communications with staff via an Intranet and/or staff portal forum.
- Coordinate, publicize, and host KIDO events and news conferences. Photograph and video/audio record event activities as necessary.



KITCHENUHMAYKOOSIB INNINUWUG DIBENJIKEWIN ONAAKONIKEWIN Pra 1dパ ムテケくハ ハンプログラ トマイクログラ

- Assist the Communications Manager in the preparation and distribution of KIDO media releases, in consultation with the KIDO Director, KI Chief and Council, and/or the KI-6 Advisory Group, as applicable.
- In co-operation with the KIDO Human Resources Department, assist with planning, setup, and promotion for employee recruitment events, such as career fairs.
- In co-operation with the KIDO Foster Parent Coordinator, assist with the recruitment and retention of foster parents.
- Conduct market research using direct and digital feedback tools. Monitor social media for commentary about KIDO that may require a response.
- Travel as required, primarily between KIDO locations in KI, Sioux Lookout, and Thunder Bay.
- Work with Anishininiimowin language representatives for Anishininiimowin inclusion with marketing strategies, resources, and materials.

QUALIFICATIONS

- Education and/or experience in marketing, communications, public relations, or a related field. Marketing experience with First Nations communities and/or organizations is an asset.
- Demonstrated strategic and creative thinking abilities to create marketing plans and campaigns, and promotional and advertising content.
- Experience with event coordination, ideally including events in a First Nations setting.
- Excellent verbal and written communications skills in English, and some ability to speak Anishininiimowin or a willingness to learn.
- Excellent interpersonal skills for building and maintaining relationships with KI members and other KIDO stakeholders.
- Excellent organization and time management skills to simultaneously manage multiple marketing projects, tasks, and deadlines.
- General understanding of budgeting and financial management principles.
- A good working knowledge of Microsoft programs, such as Word, Outlook, Excel, and SharePoint. It is an asset to have working knowledge of Adobe Creative Suite programs for graphic design and photo, video, and audio editing, and of other graphic design tools such as Canva. Proficiency in the use of audio/video recording equipment is also an asset.
- Working knowledge of social media platforms and social media management.
- Knowledge of KI's distinct history, culture, traditions, and values, and of contemporary life
 in the community. Understand that the KI audience ranges from youths who use social



media to elders who may read Anishininiimowin syllabics and listen to Anishininiimowin community radio. Ability to apply this knowledge and understanding to marketing activities.

- Commitment to the KIDO vision, mission, and principles.
- Self-motivated, resourceful, and able to work independently. Able to work collaboratively as part of the Ayamowin team and cross-functional KIDO teams.
- A valid Ontario driver's licence is required.
- A Criminal Record Check, with a Vulnerable Sector Check, is required.

HEALTH & SAFETY

All employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all potential hazards, and all incidents and injuries, as well as by co-operating with any measures introduced in the workplace to improve health and safety.

To apply for this Marketing Coordinator position, please send a cover letter and your resume by 5 p.m. on Friday, December 6, 2024, to:

KIDO Director of Services

Box 214, 1017 Nuhmaykoos Road Big Trout Lake, ON

POV 1G0 Fax number: 1-807-537-0044 Email: hr@kido209.ca