



**Les Femmes Michif Otipemisiwak**  
**Women of the Métis Nation**  
#4-340 MacLaren Street  
Ottawa, ON K2P 0M6

Office: 613-232-3216  
Fax: 613-232-4262

Job Posting: **Communications and PR Officer**

Terms: **Full-time**

Location: **Ottawa, Ontario**  
*Candidate may work remotely during COVID 19*

Posting closes: July 9 2021

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Les Femmes Michif Otipemisiwak/Women of the Métis Nation (LFMO) Communications and PR Officer role provides the lead communications and public relations support for our national organization. Les Femmes Michif Otipemisiwak / Women of the Métis Nation (“LFMO”) speaks as the national and international voice for Métis women across the Motherland. LFMO aims to consult, promote and represent the personal, spiritual, social, cultural, political and economic interests and aspirations of women, Two-Spirit and gender-diverse people of the Métis Nation.

The successful candidate will bring an experienced and skilled lens on organizational communication, public relations, and electronic communications including savvy social media approach, and fundamental skills in relevant applied communications functions. This position will support the voice of LFMO and Métis women in Canada, and help us to promote the aspirations of Métis women, and the issues important to us. We encourage familiarity, cultural sensitivity, and understanding with respect to Métis and other Indigenous women’s issues, Métis identity, history, and the roles that we maintain as a national organization.

This position is based out of our National office in Ottawa, Ontario.

#### **Key Responsibilities and Duties:**

- The Communications and PR Officer, under the direction of the LFMO senior staff and President, is primarily responsible for creating and disseminating internal and external communications materials.
- The Communications and PR Officer will oversee the daily administration of the communications plan.
- Working closely with our senior staff, lead or assist in a variety of media and external communications initiatives that support LFMO in its public relations and messaging strategies.

- Monitor effective communications strategies and campaigns that help the organization achieve its objectives and that heighten awareness around the work LFMO undertakes as a national organization.
- Support in the production of a variety of communications collaterals including reports, speeches, publications, op-eds and media releases for LFMO's external communications channels including website, social media and media at large.
- Collaborate with the LFMO team staff and work with them to create strategies, ideas and content that may include newsletters, graphic or info graphic creations, photography, digital media assets, publications, website updates, media archiving, on site media event management, Twitter, Facebook and YouTube videos that provide information and promote LFMO and our activities.
- Participate in media relations: responding to media inquiries, cultivating and growing media relationships and initiating media directed campaigns that heighten awareness of LFMO's objectives and strategic goals and underline its core messaging.
- Ensure quality of materials to ensure that they are consistent with LFMO's brand and messaging.
- Maintain and establish relationships with LFMO's key partners and vendors who provide communications, multimedia services, website, products, and related services for LFMO.
- Take a leadership role in establishing efficiencies, making recommendations for improvement, innovations, approaches to engagement, creating and developing communication and public relations policies and procedures in partnership with the President, senior managers, and Board of Directors.

#### **Education and Experience Requirement**

- 3+ years of direct work experience in a communications role.
- Post-secondary degree in communications, marketing, public relations, or relevant field or related discipline, or equivalent combination of education and experience.

#### **Key Skills and Knowledge Requirements**

- Highly effective project management, prioritization, multi-tasking, and time management skills to meet deadlines;
- Excellent written and verbal communication skills;
- Works well with others, and handles direction and criticism in a positive manner;
- In-depth knowledge of the preparation of communications instruments;
- Knowledge of printing procedures and requirements preferred;
- Ability to absorb new ideas and concepts quickly and ensure they are clearly communicated to an audience;
- Politically and culturally sensitive;
- Computer literate, including effective working skills of MS Word, Excel, PowerPoint, email and Adobe Products;
- Thorough knowledge of the principles of effective communications and mass media, publicity, advertising, policies, education, community relations, demonstration,

organization structure, social service, and government relations, as they relate to the organization

- Some knowledge of LFMO and of the needs and aspirations of Métis women and knowledge about our values, culture and traditions;
- Ability to work independently & expeditiously, including working under tight timeframes & with competing priorities;
- Effective interpersonal skills and the ability to build and maintain effective networks and relationships and work as an integral member of various teams;
- Demonstrated sound judgement, tact, initiative, flexibility and problem-solving ability;
- Demonstrated superior level of computer literacy;
- Full comprehension, knowledge and experience with all computer software including Microsoft suite of tools and internet techniques;
- Flexible schedule, may have to work evenings and weekends; and
- Able and willing to travel.

*Preference will be given to individuals of Métis and other Indigenous ancestry, please self-identify.*

*(Section 18 of the Human Rights Code of Ontario)*

*We thank all applicants for their interest in this opportunity.*

*Only those selected for an interview will be contacted.*

Please submit resume and covering letter to:

For more information, please contact:

Victoria Pruden, Director of Operations  
Les Femmes Michif Otipemisiwak / Women of the Métis Nation  
email: [victoriap@metiswomen.org](mailto:victoriap@metiswomen.org)  
mobile: (250) 208-0105  
website: [www.metiswomen.org](http://www.metiswomen.org)