

POSITION PROFILE

Strategic Communications Advisor	
Dept: Executive Office	Reports To: Executive Director
Staff: 1	Revision Date: September 2025
PURPOSE	
The Strategic Communications Advisor manages communications activities to promote a positive image and reputation for Vuntut Gwitchin First Nation (VGFN) in accordance with directives and priorities established by VGFN Chief and Council and the Management Committee. The position ensures VGFN messaging is clearly communicated to Citizens and the public through print, the VGFN community TVs, online channels and when required, radio. This position will provide mentorship and support to youth as they develop their talents and interest in this area.	
KEY PERFORMANCE AREAS	
1. <i>Communications</i> - develops and implements external communications strategies to inform the public about services and initiatives for VGFN. This includes researching, analyzing information, developing content, and drafting materials such as press releases, speeches, online content (website, social media), newsletters, reports, etc. 2. <i>Council Support</i> – supports VGFN Chief & Council, the Executive Director, the Associate Executive Director and departmental Directors and Managers by providing internal communications planning and advice to align departmental objectives and communications initiatives. 3. <i>Planning</i> – Identifies communication objectives and target audiences through creation of a communications plan. Develops VGFN brand style guidelines for the organization to remain consistent and recognizable. 4. <i>Website and Social Media</i> - manages VGFN's official website and Facebook page by publishing and presenting online content that is up to date, relevant and accessible to the public. 5. <i>Media Relations</i> - manages media relations by responding to media inquiries in an official capacity. Prepares other spokespersons as required, coordinates interviews and formulates messages. Monitors the media, relays pertinent information in a timely manner, and responds to emerging issues and topics of public interest. 6. <i>Event Coordination</i> - organizes events such as press releases, news conferences and announcements and coordinates audio/visual technology requirements. 7. <i>File Management</i> – Maintains administrative systems, procedures and records management systems while ensuring confidentiality. 8. <i>External Relations</i> – Oversees or conducts public engagement and consultation sessions. Communicates information and facilitates community participation and feedback to inform problem solving, to improve services and to align Departmental actions and priorities. Responds to Citizen concerns as they arise. 9. <i>Emergency Management</i> - Responds to crisis situations of employees and Citizens and consults with internal response team to identify and achieve solutions.	

ACCOUNTABILITY & IMPACT	
- Strategies and content inform and engage VGFN Citizens and the public promoting a positive image of VGFN and its Chief and Council and Administration. - Content consistently complies with VGFN brand standards and expectations. - Gwich'in cultural knowledge is integrated into communication materials and approaches. - Remains continuously up to date on news, events, and current high-profile activities. - A trusting and collaborative relationship exists with employees, management, and the public. - Council and management receive accurate information to ensure informed decision-making. - The VGFN Standards of Conduct are modelled and promoted.	
FINANCIAL CONTROL	
Annual budget under direct control of this position:	Low (<\$100K)
Other responsibilities & influences:	None
WORKING CONDITIONS	
Environment:	Work is in a normal office environment where there are few undesirable conditions. Some situations are confidential and require sensitivity, cultural competence and compassion.
Physical:	Normal
Hazards/equipment:	Exposure to stress, deadlines and limited information.
Travel:	- Occasional travel between Old Crow and Whitehorse. - Working outside of regular working hours. - Mandatory attendance at General Assemblies.
<i>This document is intended to describe the general nature of the position and not to be a full inventory of tasks. The incumbent will undertake a variety of work within the position's scope to align with and contribute to the organization's mission.</i>	
POSITION COMPETENCY PROFILE	
Knowledge & Experience	- Bachelor's degree in communications, public relations, journalism, marketing, or a related field, or a combination of equivalent experience and training. - Some experience (3-5+ years) developing and implementing communications strategies and initiatives; in an Indigenous context is an asset. - Experience managing print and digital communications (e.g., social media and websites). - Experience working with Youth or developing people is an asset.

Behavioral Competencies	• Strategic thinking • Developing others • Cultural awareness and sensitivity • Communication (verbal and listening) • Service orientation • Analytical and problem solving • Collaboration • Self-awareness • Respect and Integrity
Conditions of Employment	• RCMP Criminal Records Check with vulnerable sector