



Social Media and Digital Marketing Coordinator

Permanent Full time

Are you a Social Media and Digital Marketing Coordinator who is looking to build on your strong track record of Indigenous culture- based training focused on mental wellness and addictions, and an opportunity to make a real difference in the lives of Indigenous people within a strengths-based environment?

If so, let's talk!

Organization Description

Thunderbird Partnership Foundation is a national non-profit organization serving First Nations in Mental Wellness. Our mandate is set by 3 frameworks:

1. Honouring Our Strengths: A Renewed Framework to Address Substance Use Issues Among First Nations in Canada
2. Indigenous Wellness Framework
3. First Nations Mental Wellness Continuum

Our core stakeholders are First Nations communities and the network of First Nations adult and youth treatment centres. To support the mandate, Thunderbird has two office locations, one based in a First Nations community in southwestern Ontario, and the other in the city of London, Ontario. This position is based out of the Delaware Nation office, near the village of Bothwell.

Your opportunity

As the Thunderbird Partnership Foundation Social Media and Digital Marketing Coordinator, you will

- write, edit and assist with all editorial and production functions of the Thunderbird's Communications Team to amplify Thunderbird's message as the leading culturally centred voice on First Nations mental wellness, substance use and addictions within a fast paced First Nations organization;
- work on a team with others like yourself who are dedicated to work which has real value and meaning in the lives of others;
- apply your experience, skills, talents, and passion for the benefit of others while learning from the expertise of your wellness focused team;
- develop, implement, and evaluate marketing strategies, campaigns and marketing collateral with engaging content across all platforms (including but not limited to web/digital/apps, print and audio) to promote Thunderbird and grow stakeholder engagement;
- write and edit copy for publications, guidebooks and other resources as required;
- ensure all marketing assets support brand consistency and the organization's mission;
- collaborate with Thunderbird's Intermediate WordPress Developer to contribute and post content and fresh ideas to all current and future virtual spaces that Thunderbird externally maintains such as:
 - Thunderbird's main website <https://thunderbirdpf.org/>
 - Wise Practices website
 - Community of Practice websites
 - YSAC website (needs updating and maintaining)
 - National Virtual Treatment Program website
- migrate the Culture for Life campaign's website to WordPress;



- collaborate in the potential development of a future website in partnership with multiple stakeholders such as First Peoples Wellness Circle & FNHMA on the FNMWC;
- create, test and maintain the Thunderbird Shopify website;
- work with staff who are kind, supportive, encouraging and caring; and
- enjoy the satisfaction that comes from knowing that your work is much more than just a job.

You bring

- an associate degree or diploma in marketing/communication AND three (3) years' work experience in social media content management, creative writing, advertising concepts, marketing materials and managing communications platforms/campaigns for an organization or business
- OR
- a Bachelor's degree in marketing/journalism/communications or related field of study AND two (2) years' work experience in content management, creative writing, advertising concepts and marketing materials, and experience in managing social media platforms/campaigns for an organization or business
- strong writing/editing/proofreading skills and an excellent portfolio
- excellent writing skills in English and ability to communicate clearly
- proficient enough in French to run bilingual social media feeds
- hands on experience with MS Office
- proficiency in search engine optimization (SEO), and content management systems (CMS) is a definite asset
- proficiency in the use of Adobe Creative Suite (Photoshop, Illustrator, InDesign, and Adobe Acrobat Professional)
- proven familiarity with social media best practices
- extensive familiarity with social media platforms such as Twitter, Facebook, Instagram, YouTube, Pinterest, LinkedIn, TikTok or other emerging platforms used by stakeholders
- experience working with First Nations, or an Indigenous organization is an asset
- fluency in a First Nations language is a definite asset
- knowledge of First Nations culture and customs including natural healing is a definite asset
- excellent interpersonal and communication skills (verbal and written)
- ability to work collaboratively with internal team and external stakeholders
- ability to function autonomously with minimal supervision, to be flexible and adaptable to change
- a high level of professionalism and able to always maintain confidentiality
- creative, detail-oriented, and self-motivated with a strong work ethic and commitment to quality
- strong organizational, time-management and multitask skills with ability to work on multiple assignments in a fast-paced, deadline-oriented environment
- the ability to access worksites not accessible by public transportation
- the ability to travel, set-up and manage the Thunderbird tradeshow booth at conferences
- flexibility to travel as required.

If this sounds like the right fit for you, please email your **resume and cover letter** for confidential consideration.

Email: resumes@nnapf.com

Thunderbird Partnership Foundation (NNAPF)

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Bothwell, ON N0P 1C0



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Closing date: Open until filled.

We value the importance of diversity and dignity in the workplace and are committed to developing inclusive, barrier-free recruitment and selection processes and work environments.

If you require accommodation during the recruitment and selection process, please let us know. We thank all applicants for their interest; however, only those candidates who are selected for an interview will be contacted.

To request a full job description, please contact: Annette Howlett at ahowlett@thunderbirdpf.org