



# AETS

**Anishinabek Employment  
and Training Services**

**Your path. Our ways.**

Serving the First Nation Citizens of: Animbiigoo Zaagi'igan Anishinaabek, Biigtigong Nishnaabeg, Biinjitiwaabik Zaaging Anishinaabek, Bingwi Neyaashi Anishinaabek, Kiashke Zaaging Anishinaabek, Michipicoten First Nation, Netmizaaggamig Nishnaabeg, Pays Plat First Nation and Red Rock Indian Band.

## **Communications/ Employment Advisor – Thunder Bay, Ontario (Full Time Contract until March 31, 2023)**

You are sincere in your passion to assist in the development of a skilled Indigenous workforce, through the provision of individual and community-based employment and training initiatives. You have demonstrated experience in providing excellent customer service skills and excel at embracing diversity while establishing rapport with clients. Your preferred post-secondary education in Business Marketing is complemented with related experience. Ideally, you have office experience and proficient in using Microsoft Office Products.

Under the direction of the Executive Director in co-operation with the HR Project Co-ordinator - Labour Market Information & Skills Inventory, the incumbent will provide operational support as well as be assigned specific responsibility related to the organizations' vision, mission, values and strategic plan that will serve the First Nation Citizens of the AETS nine member participating communities as well as other Indigenous Peoples. The position will include but not limited to, working with staff, committees, stakeholders, participants, and potential participants to

- Develop, create, write, edit marketing and communications materials, including social media content, media releases, monthly newsletters, pamphlets/brochures, website, promotional posters, invitations
- Manage the organizations social media platforms including Facebook, Instagram by responding to inquiries, posts, comments from public; implement social media calendar to achieve and maintain brand consistency, placement and a positive public image
- Ensure all marketing and communications material align with brand standard
- Work with Management and Project Coordinators to implement marketing strategies and plan special events
- Creatively identify ways to improve marketing and communications initiatives
- Support the project implementation of the Indigenous Labour Market Information (LMI) and Skills Inventory Survey
- Outreach for the recruitment of program participants to First Nation Community Members, and promote AETS programs and services in the city and region
- Liaise between AETS, the delivery partners, the public and the First Nation Community Band Offices to communicate on-going initiatives and opportunities
- Assist participants and potential participants with career related assistance and/or sessions/workshops, as part of an employment advising and referral role
- Assess the need for additional assistance and refer to the appropriate service provider(s)
- Provide related services for projects, communities and participants as required
- Perform other duties as directed

**Qualifications:** Post-Secondary Diploma/Degree in Business Marketing/ Communications or Education or Social Science related disciplines preferred. Experience in Marketing/ Communications, Project management or a combination of education & training with minimum of 3 years' experience in Project Management with Indigenous client's and working with a client database.

Excellent interpersonal skills; a strong working knowledge of Microsoft Office including Access, Excel, PowerPoint, Publisher and Outlook; knowledge of Adobe Photoshop, Canva or other graphic design program; Understanding of communications, public relations and marketing best practices.

Ability to think strategically and identify ways to improve communication efforts; previous experience in working with First Nation clients; Valid Class G Driver's Licence and willingness for some travel preferred. A criminal record check is mandatory upon hire.

Interested candidates are invited to submit a cover letter including a salary range, resume and the names of three references by Wednesday, December 7, 2022 at noon (12:00pm) via [aets@aets.org](mailto:aets@aets.org) to:

Recruitment Committee  
c/o Anishinabek Employment and Training Services  
285 Red River Road, Thunder Bay, Ontario, P7B 1A9

**First Nation Citizens of the AETS nine member participating communities are encouraged to apply. Applicants are asked to identify the First Nation Community in the requested cover letter.**

We appreciate your interest; however, only those interviewed will be notified.