



# Algonquins of Ontario Consultation Office Job Profile

Senior Communication Strategist

<b>Title:</b>	<b>Senior Communication Strategist</b>
<b>Reporting to:</b>	Finance Manager

## General Background

The Algonquins of Ontario (AOO) are on a journey of survival, rebuilding, and self-sufficiency – a journey of reconciliation. This journey began nearly 250 years ago when the first Algonquin Petition was submitted to the Crown in 1772. Today, the AOO are comprised of the following ten Algonquin communities:

- Algonquins of Pikwakanagan First Nation
- Antoine
- Bonnechere
- Greater Golden Lake
- Kijicho Manito Madaouskarini
- Mattawa/North Bay
- Ottawa
- Shabot Obaadjiwan
- Snimikobl
- Whitney & Area

The Algonquins of Ontario Settlement Area includes a territory of nine million acres within the watersheds of the Kichi-Sibi<sup>1</sup> and the Mattawa River in Ontario. Based on a Protocol signed in 2004, these communities are working together to provide a unified approach to negotiate a modern-day Treaty.

On October 18, 2016, the AOO and the Governments of Ontario and Canada reached a major milestone in their journey toward reconciliation and renewed relationships with the signing of the Agreement-in-Principle (AIP). The signing of the AIP is a key step toward a Final Agreement, which will clarify the rights of all concerned and open new economic development opportunities for the benefit of the AOO and their neighbors in the Settlement Area in Eastern Ontario.

Since the signing of the AIP in 2016, the AOO and the Governments of Ontario and Canada have continued to advance negotiations toward a Final Agreement. If a Final Agreement is achieved through this next phase, and if it is ratified by Algonquins and by the federal Parliament and provincial Legislature, it will take the form of a modern-day treaty setting out Algonquin Aboriginal and treaty rights protected under Section 35 of the Constitution Act, 1982.

The Teachings of the Seven Grandfathers below are the guiding principles of the Algonquins of Ontario.

### The Teachings of the Seven Grandfathers

- **Kwayakoziwin: Honesty:** Honesty in facing a situation is to be brave.
- **Tabasenindizowin: Humility:** Humility is to know yourself as a sacred part of Creation.
- **Manàdjiyàn: Respect:** To honor all Creation is to have respect.
- **Sòngideyewin: Bravery:** Bravery is to face the foe with integrity.
- **Nibwàkàwin: Wisdom:** To cherish knowledge is to know wisdom.
- **Sàgihidiwin: Love:** To know Love is to know peace.

<sup>1</sup> The Ottawa River, otherwise known as the Big River or Kichi-Sibi, has also been referred to in the Algonquin language as “Kichisipi”, “Kichissippi”, “Kitchissippi” and “Kichissippi”



# Algonquins of Ontario Consultation Office Job Profile

Senior Communication Strategist

- **Tebwewin: Truth:** Truth is to know all these things.

## Position Summary

*This position provides a wide range of strategic, operational, and capacity-building services to the AOO. The services include internal and external strategic communications planning and execution, issue resolution, project management, and external party relations, as well as serving as the lead on a wide range of high-priority strategic communication initiatives.*

## Job Duties

### Communications:

- Work collaboratively with team members, partners, and other stakeholder groups to understand strategic needs, develop solutions, and create communication concepts and content.
- Develop internal and external communication strategies, plans procedures, and opportunities for various AOO initiatives.
- Take a lead role in researching, writing, and editing a wide range of compelling communications materials and content, working across all platforms and channels including executive presentations, public announcements, organizational profiles, annual reports, news releases, backgrounders, brochures, fact sheets, web pages, newsletters, and advertisements.
- Manage emerging public issues and develop and implement proactive communications including effective communication strategies and tactics for a variety of audiences.
- Utilize earned, paid, digital media, and PR tactics to achieve strategic communications goals.
- Contribute to a team peer-review process to ensure all content meets AOO standards.
- Demonstrate creative thought leadership, keeping ahead of trends and providing proactive inspiration and recommendations.
- Provide editorial support to the ANRS, the AOO Consultation Office, and the Technical Advisory Group.
- Provide AOO liaison to the Tripartite Communications Committee.

### Media Relations:

- Respond to media inquiries.
- Coordinate interview requests.
- Monitor daily media clippings.
- Work collaboratively with service providers and execute media strategies.
- Coordinate media efforts in adherence with protocols established by the Tripartite Communications Committee.
- Provide media relations advice, counsel, and training to AOO Consultation Office staff.

### Social Media and Websites:

- Develop content strategies and information architecture for social media and web projects.
- Load, update and manage social media website content.
- Manage workflow with technical specialists when required.



# Algonquins of Ontario Consultation Office Job Profile

Senior Communication Strategist

## Community Engagement:

- Attend AOO-organized community events and meetings.
- Develop engagement strategies for consideration of the AOO.
- Facilitate review and approval of proposed engagement strategies.
- Implement approved engagement strategies.

## Meeting Attendance:

- Attend meetings such as Algonquin Negotiation Representatives (ANR), Tripartite Main Treaty Negotiations Table, Tripartite Negotiation Sub-Tables, Tripartite Communication Committee, Resource Project Working Group, Infrastructure Working Group, and special project meetings.
- Prepare communication documents and materials for meetings.
- As required, provide input and first review of documents prepared by other staff.

## Project Management:

- Manage a variety of multi-faceted communication projects undertaking independent research to support short- and long-term communication strategic initiatives, such as monitoring communication trends.
- Act as project lead on an assigned portfolio of communication projects and initiatives.
  - Set out key deliverables.
  - Determine actions required to achieve key deliverables.
  - Coordinate activities within AOO and with external parties (as relevant).
  - Measure project progress, evaluate progress to determine if there are any deviations from plans, and take corrective actions, as necessary.

## Relationship Development and Management:

- Identify key parties with whom the AOO would like to foster relationships.
- Build and maintain relationships with a wide range of external parties, both public and private, through in-person meetings and regular communications by telephone and email.
- Provide direction and mentorship to office staff.

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## Skills

<b>Education:</b>	Bachelor's degree Public Policy, Political Science, Public Administration, Indigenous Studies, Journalism, Communications, or related discipline.
<b>Previous Experience:</b>	6-10 years experience in communications and content creation.
<b>Internal Communication:</b>	This position requires giving professional advice or direction to other employees of the organization. There is an element of influence and some negotiation at this level, but it is not a regular activity. Moderate level of performing presentations.



# Algonquins of Ontario Consultation Office Job Profile

Senior Communication Strategist

<b>Algonquin Representative Communication:</b>	Regular weekly communication is required with Algonquin Negotiation Representatives providing support and/or guidance as required by the position.
<b>Required Qualifications:</b>	<p>Expert written and verbal communicator, with the ability to articulate brand concepts, and write in a wide range of voices and styles.</p> <p>Extensive writing and editing experience across a wide range of mediums and channels, and an understanding of the differences and requirements of various mediums.</p> <p>Proficient in content marketing theory and application.</p> <p>Displays in-depth knowledge and understanding of digital communication.</p> <p>Excellent organizational and time management skills.</p> <p>Forward-thinking and in touch with current trends.</p>
<b>External Communication:</b>	Giving professional advice or direction to outside contacts is required. Some persuading, influence, and negotiation, but it is not a regular activity. Limited - moderate level of presentations and public speaking. Contacts may include Director/senior level
<b>Problem-Solving Skills:</b>	Problems are different and situations are constantly changing. Uses considerable judgment and analysis to arrive at recommendations or conclusions. Problem-solving based on experience and guided analysis from Senior Leadership.
<b>Other Position-Specific Skills:</b>	<ul style="list-style-type: none"><li>• Ability to understand the detrimental and lasting effects of colonization on Indigenous people and respond appropriately when interacting with the Algonquin Negotiating Representatives and other Indigenous clients, customers, and external parties.</li><li>• Superior ability to positively interact with others using sensitivity, tact, diplomacy, and professionalism.</li><li>• Superior ability to lead strategic and proactive communication initiatives and develop internal and external communication strategies and plans.</li><li>• Superior ability to communicate with varying audiences, capture key messages, and promote knowledge transfer.</li><li>• Superior writing and speaking abilities in creating and delivering corporate communications, speeches, presentations, and media releases.</li><li>• Superior team-building skills and ability to create a positive work environment.</li><li>• Strong ability to exercise effective judgment, political sensitivity, creativity, and enthusiasm to achieve high-level, effective interactions.</li></ul>



# Algonquins of Ontario Consultation Office Job Profile

*Senior Communication Strategist*

	<ul style="list-style-type: none"> <li>• Strong understanding and knowledge of media relations and communication strategies.</li> <li>• Strong ability to develop a network of media contacts.</li> <li>• Strong ability to develop and maintain websites and use social media.</li> <li>• Strong project management skills to effectively manage complex projects and initiatives.</li> <li>• Strong ability to respond effectively to and manage emerging priorities and firm deadlines within a multi-disciplined, fast-paced, and changing environment.</li> <li>• Strong project management skills to effectively manage complex projects and initiatives.</li> <li>• Strong analytical, research, and problem-solving skills, providing attention to detail.</li> <li>• Strong ability to work independently and in a team environment.</li> <li>• Ability to provide direction and mentorship to office staff.</li> <li>• Advanced skills with the Microsoft Office suite</li> <li>• Must be able to carry out physical aspects of fieldwork activity.</li> <li>• Must be able to lift up to 20kg (44 lbs.)</li> <li>• Must provide a clear criminal record check for working with vulnerable populations</li> <li>• Must hold a valid G Class Driver's License</li> <li>• Must be able to work occasional evenings and weekends.</li> </ul>
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## Associated Responsibilities

<b>Planning &amp; Coordination:</b>	Planning and coordinating complex projects, determining deadlines, and keeping supervisor apprised of changes.
<b>Contacts/Advocacy/Relationship Building:</b>	Contacts involve a) Key relationships/approvals within an organizational area and b) Working with/influencing others to gain agreement. OR c) Coordinate the work of others without direct authority. The moderate impact such as lost relationships, considerable project delay
<b>Decision Making:</b>	Tasks are assigned by general instruction, discussion, or advice, with most details left to the employee. Periodic progress/quality checks during significant stages. Errors have some financial loss or adverse effect on public/employee relations, loss of time.
<b>Human Resources &amp; Functional Leadership:</b>	Supervisory duties may be assigned to lead a small work unit/section or to run a project, coordinating the work of others. This may include periodic management of contractors or contracts with external resources.



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Senior Communication Strategist

<b>Financial:</b>	Moderate financial responsibilities. Has to influence in developing a budget. Able to approve small and moderate purchases and negotiate with vendors. Able to make financial decisions that are aligned with the provided budget.
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### Mental Effort

Tasks require significant attention to detail for substantial periods of time and include setting the strategic direction and developing strategies, plans, processes, and controls.

### Physical Effort

Long periods of time sitting/restrained with minimal opportunity to set aside a task or document due to urgent deadlines or intense concentration due to the complexity of activities. More than 3 hours of computer work and audio-visual strain.

### Working Conditions

**Physical Working Environment:**  
Office with regular noise distraction and proximity of other employees. Outdoor activity in occasional inclement weather. Distracting noise or dust/dirt. Regular travel requirement 1-2/month

**Challenging Working Conditions:**  
Regular contact with challenging individuals, with unique circumstances referred to supervisor.

### Acknowledgment & Agreement

The above profile reflects the general details, skills, responsibilities, effort, and working conditions considered necessary to describe the principal functions and duties as required for proper evaluation of the job and will not be construed as a detailed description of all the work requirements that may be inherent in the job.

Job Profiles are not all-inclusive. This Job Profile describes the general nature and level of work being performed by employees assigned to this position. Employees may perform other related duties and tasks as required to meet the needs of the operation.

I acknowledge that I have received and reviewed this job profile.

Employee Name (please print)	Employee Signature	Date (DD/MM/YYYY)
Approval:		



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**Supervisor Name**  
(please print)

**Supervisor Signature**

**Date**  
(DD/MM/YYYY)