



NTI JOB DESCRIPTION

GENERAL INFORMATION	
Job Title	Coordinator, Communications
Division	Communications
Title of Supervisor	Director, Communications
Location of position	Iqaluit
Region	Qikiqtaaluk
Hay Point Rating	
Effective Date	December 5, 2022

NTI MISSION STATEMENT
<i>INUIT ECONOMIC, SOCIAL AND CULTURAL WELL-BEING THROUGH THE IMPLEMENTATION OF THE NUNAVUT AGREEMENT</i>
POSITION PURPOSE
Under the direction of the Director, Communications for Nunavut Tunngavik Inc. (NTI), the Coordinator, Communications is responsible for creating and maintaining a strong online presence of the organization, by implementing social media strategies using a variety of tools and resources including NTI's social media accounts.
A. ACCOUNTABILITY – Freedom to Act and Impact & Magnitude
• Develop and execute social media strategies and analyze results. • Develop and maintain social media calendar, including scheduled and real-time posts • Generate and edit social media content • Maintain unified organizational brand voice across different social media channels • Maintain and monitor NTI social media accounts, including interactions with inquiries and post engagements • Monitor external social media activities relevant to NTI • Coordinate photography and videography and maintain galleries and stock, licenses and permissions • Attend events and produce live social media content • Produce social media metrics and reports • Assist in media inquiries and media monitoring • Coordinate/produce website content and publishing • Collaborate with translators and proofreaders • Other duties as assigned

B. NTI COMPETENCIES– Magnitude and depth of expected behaviors

Action Management:

- Administers functions in a fair and ethical manner that brings maximum employment and benefit to the organization
- Provides clear direction to colleagues on objectives and timetables for work
- Explains to employees/colleagues how work expectations are aligned with employment goals
- Adopts effective work methods in order to develop excellence
- Is accountable for their decisions and performance

Adaptability and Flexibility:

- Respects differences in others' working style and priorities.
- Depicts a positive outlook when asked to do things differently.
- Accepts new people and their ideas.
- Coaches colleagues in how to juggle multiple tasks and priorities.
- Shifts unit's attention and priorities in response to the needs of the business.
- Is flexible: adapts to changes in priorities, assigned responsibilities and management styles.

Cooperation and Collaboration:

- Interacts and collaborates with all parties with an open mind in solution-seeking ways.
- Thinks and acts collaboratively to resolve conflict in consensus-building ways.
- Correctly interprets clues of wavering engagement in own team and acts to re-energize them.
- Fosters understanding and open communication between team members.
- Respects cross-cultural perspectives and differences.
- Develops a shared understanding amongst others to arrive at decisions through consensus.

Effective Interactive Communication:

- Is curious about others: actively asks questions to gain a broader understanding of their perspective.
- Seeks to ensure that messages are clearly understood by all parties.
- Communicate well with staff and members, exhibiting excellent listening skills.
- Display confidence when dealing with people, with well-developed written and verbal communication skills.
- Is genuinely receptive to others' ideas and responds in ways that communicate respect of others.
- Uses tact and diplomacy in all communications.

Impact and Influence:

- Persuades others by carefully developing sound business cases.
- Fosters a climate of trust and respect during negotiations.
- Treats partners fairly, ethically and as valued allies during negotiations.
- Maintains composure and practices emotional restraint under difficult circumstances.
- Maintains a positive outlook and constructive attitude when faced with opposition.

Judgement/Analytical thinking:

- Looks at problems from different angles and considers alternative solutions before moving forward with a plan to resolve it.
- Draws on options and solutions from across NTI, not just from one's own area, to solve work problems.
- Anticipates the risks inherent in a suggested plan of action and devises appropriate mitigating strategies.
- Is an agile interpreter of guidelines: navigates ways around a wide range of guidelines.
- Ability to investigate issues and requirements, identify, and prioritize appropriate solutions.

Partnering and Relationship Building:

- Builds positive relationships based on respect and caring for others.
- Makes a conscious effort to maintain rapport with partners and communities.
- Builds effective work relationships through positive communication and outreach.
- Actively cultivates strong relationships with employees, clients, and partners.
- Looks for ways to add genuine value to partners and contacts.

Team Leadership:

- Makes sure employees have the necessary tools, resources and information to do their work;
- Empowers employees: assigns, decision-making authority to those most responsible for the outcome;
- Encourages employees to act autonomously and take calculated risks;
- Plans and organizes the team's work to improve delivery and performance;
- Works one on one with employees to better understand their strengths and contributions in their current role.

Inuit Qaujimajangit/Qaujimajatuqangit:

- Creates a welcoming and positive environment for others.
- Fosters good spirit by being open, welcoming and inclusive of new individuals.
- Places the needs of the group or community above his or her own interest.
- Promotes global connections between people through sharing in just and equitable ways.
- Views local and global issues as being overlapping, interdependent and dynamic, and uses this information when making decisions.
- Uses information and knowledge to improve society and the well-being of people around him or her.
- Is resourceful and seeks solutions through creativity, adaptability, and flexibility.
- Is flexible in responding to a rapidly changing world to improve the context in which Inuit live.
- Participates actively and enthusiastically in activities that help build the strength of the Inuit of Nunavut

C. KNOWLEDGE, SKILLS AND ABILITIES - Managerial Know-How/Integration; practical/technical work and Human Relations/Communication Skills

- Post-secondary education (2 years), or equivalency in experience.
- Ability to manage multiple projects, both internally and externally, at once.
- Ability to deliver creative content.
- Strong knowledge and experience with all key social media platforms is a must.
- Strong experience leading/motivating groups and communities.
- Relevant experience in determining target audience.
- Ideal candidate will have 2-5 years experience (personal or professional) with online communities, forums, and social media platforms.
- Experience with automation software (e.g. Hootsuite, Sprout, etc.), social media software (e.g. HubSpot) and design programs is a definite plus (e.g. Canva).
- Strong computer skills using Microsoft Office and Adobe Suites.
- Excellent organization skills and ability to meet tight deadlines.
- Ability to travel.
- Spoken and written Inuktitut/Innuinaqtun language is desirable and willingness to learn is required.

D. PROBLEM SOLVING, DECISION MAKING, KEY ISSUES AND THINKING CHALLENGES/ENVIRONMENT

Incumbent requires knowledge of the NTI mission, vision and values; corporate and organizational culture; NTI and RIA Bylaws, Policies and Procedures related to land and resource management; Federal and Nunavut Territorial land and resource related Acts, Legislation, Regulation, Policies, Procedures and Guidelines.

E. WORKING CONDITIONS

Physical Effort: *The combination of intensity, duration, and frequency of physical activity such as standing, sitting, bending, lifting, and/or working in awkward or constrained physical positions.*

- Occasional lifting of papers and boxes;
- Frequent duty travel;
- Travel to communities in inclement weather;
- Frequent short notice deadlines;
- Politically sensitive issues may add to stress.

Physical Environment: *The combination of intensity, duration and frequency of exposure to factors in the environment such as exposure to disagreeable conditions such as dust, noise, extreme heat or cold, and/or exposure to health or accidental hazards.*

Work in office environments. Frequently required to travel in northern and southern Canada.

Sensory Attention: *The combination of intensity, duration, and frequency of concentration required such as sustained attention required for tasks such as analyzing complex documents, effecting repairs where precision is important, and/or intense listening.*

- Reading detailed documents, studying and researching;
- Focused listening;
- Long-term computer use may cause eyestrain, back and wrist pain.

Mental Stress: *The combination of intensity, duration, and frequency of exposure to physical and environmental factors such as tight deadlines, competing pressures, unpleasant public or client contacts, and/or disruption of personal life due to work, or travel.*

- Long-term computer use;
- Generating content against deadlines will cause stress;
- Deadlines will cause overtime;
- Disruptions in life style caused by work schedules or travel requirements;
- Reporting and responding to urgent requirements may cause stress.

CERTIFICATION

Employee Signature

Supervisor Title

Employee Name (Print)

Director of Human Resources

Date

Date

I certify that I have read and understand the responsibilities assigned to this position, and I certify that this is an accurate description of the responsibilities assigned to this position.

Attach an updated Organizational Chart for the Department