



## **EMPLOYMENT OPPORTUNITY – OPEN COMPETITION**

**Kitsaki Management Limited Partnership** is accepting applications for the following Permanent Full-Time position working from our Saskatoon Office.

**Posting Date: January 11, 2023      Deadline for Application: January 27, 2023**

### **Director of Marketing and Communications**

**About Kitsaki:** Kitsaki Management Limited Partnership (KMLP) has managed the economic development activities of the Lac La Ronge Indian Band (LLRIB) since 1981. Dedicated to investing in long-term sustainable businesses that meet the appropriate profitability, risk and employment criteria, Kitsaki has built a diverse portfolio of investments in many sectors including transportation, hospitality, environmental, mining, engineering, utility vegetation, insurance, technology and forestry.

**About Our Community:** Lac La Ronge Indian Band (LLRIB) is one of the largest First Nations in Canada, with more than 11,000 members. We are a Woodland Cree Nation and intensely proud of our culture and language. Located in north-central Saskatchewan, in Treaty 6 territory, LLRIB is located on the edge of the Pre-Cambrian Shield, with territory ranging from rich farmland to boreal forest and the Churchill River. LLRIB is a multi-reserve band that includes six communities: Little Red River, Morin Lake (Hall Lake), La Ronge, Sucker River, Stanley Mission and Grandmother's Bay.

**Reports to:** CEO, Kitsaki Management Limited Partnership

**Summary:** The Director of Marketing and Communications will be responsible for creating and delivering tactics and strategies that support Kitsaki's mission and key objectives. Working in collaboration with the CEO and CFO, the Director of Marketing and Communications will ensure communications and marketing materials are aligned with our corporate objectives. This includes establishing long-term goals, strategies, policies and procedures and overall corporate protocols to maintain and grow business relations and responsibilities.

They will also be responsible for liaising with external vendors to successfully deliver a range of different marketing products and services for the Kitsaki group of companies. They will work closely with the Kitsaki General Managers to ensure that resources and processes are correctly aligned with the objectives of their operations.



The goal of our marketing platforms is to educate and inform our audiences to increase their knowledge of Kitsaki and its group of companies and our impact to Kitsaki's shareholder communities. This is an opportunity to apply creative and innovative ideas, think strategically and make a tangible impact.

## **Key Responsibilities:**

### **Business Strategy Execution**

- Lead the development and implementation of a long-term communications strategy for the Kitsaki group of companies.
- Participate in the senior leadership of Kitsaki Management by setting annual goals, objectives and marketing plans for Kitsaki Management as directed by the CEO.
- Prepare, update and recommend communication policies and procedures.
- Implement marketing and communication strategies and initiatives aligned with the overall business strategy.

### **Strategic Communication Creation**

- Create, implement and manage a content channel strategy, including digital channel updates (website updates, LinkedIn updates, tracking and reporting).
- Writing and editing all communications and marketing material including (but not limited to) Kitsaki's bi-annual newsletter, web content, posters, promotional items, collateral, quarterly reports, etc. and managing production of marketing items in support of Kitsaki's strategic vision and objectives.
- For record-keeping purposes, taking photos, shooting and editing videos, and developing content based on the programs and events of the Kitsaki group of companies and community events.
- Create a digital collection of Kitsaki media in preparation for our long-term marketing strategy.

### **Marketing Excellence**

- You will be the brand steward and assist Kitsaki in elevating the brand across digital and physical touchpoints, including management and monitoring of Kitsaki's social media channels (LinkedIn). Develop and execute digital strategies around specific events and projects, including researching, writing, and creating visual content for our website and social media in order to support and promote Kitsaki's mission and key values.
- This role serves as a support function for the Kitsaki group of companies. You will work closely with team members from the group of companies to understand their areas of operation, their target markets and how to reach them, and assist with creative writing for promotional content and communications.
- Monitor and evaluate all marketing and communications activities to ensure goals are achieved, budgets are adhered to, and growth can be benchmarked and built upon.



## **Stakeholder and Community Communications**

- Under the direction and guidance of the CEO, you will liaise with partners, form relationships, and facilitate conversations with community partners and the community at large to build connections, expand Kitsaki's reach and share the message and mission.
- You will be required, at times, to be present for or attend special events, galas, or networking events on behalf of Kitsaki.

## **Media Relations and Communications Leadership**

- Writing and editing news releases, key messages, media briefing notes, and other key communications materials to advise as needed.
- Building and maintaining relationships with local media to obtain positive media coverage for Kitsaki, responding to requests in an approved, appropriate and timely manner.
- From a strategic perspective, you will assist and advise the CEO on key issues as they may relate to current events and trends.

## **Qualifications and Education:**

- Bachelor's Degree with a focus on marketing, communications or related field.
- Proven work experience in marketing and communications field.
- People-oriented and results-driven.
- General knowledge of the creative advertising process.
- Self-starter who goes above and beyond on tasks.
- Must have strong organizational and analytical skills and think strategically.
- Excellent verbal, written and presentation skills, able to produce reports and presentations.
- High degree of confidentiality and discretion.
- Leadership skills.
- Excellent active listening, negotiation and presentation skills.
- Must possess a valid class 5 driver's licence

## **Application Instructions** (\*must be followed for the application to be considered)

- Qualified applicants must be legally entitled to work in Canada or have appropriate documents permitting them to reside and work in Canada.
- Please submit your cover letter and resume - saved together in one file with your name and the position title in the file name.
- Please submit your application, attention to Shawna Kay at [Shawna.kay@kitsaki.com](mailto:Shawna.kay@kitsaki.com) by close of business, January 27, 2023.

Thank you to all who apply. Only those selected for an interview will be contacted.