



**Covering
Canada
in Moccasins**

JOB OPPORTUNITY MARKETING + COMMUNICATIONS COORDINATOR

ABOUT

<https://moccasinidentifier.com>

The Moccasin Identifier™ (MI™) is a First Nation-led education and awareness non-profit program dedicated to weaving a deeper understanding of Canada's rich Treaty history into the fabric of our nation. The initiative was developed by Carolyn King, C.M. (Order of Canada) from the Mississaugas of the Credit First Nation.

Through the symbol of First Nation moccasins, MI™ aims to connect all Canadians—rooted and newly planted—to the land beneath our feet and the Treaties that bind us.

OUR VISION

Our vision is to ***"Cover Canada in Moccasins"***, each pair a testament to our shared responsibilities and the steps we must take toward reconciliation.

OUR MISSION

At the heart of the , MI™ is education and place-knowing, designed to engage Canadians of all ages. The MI™ mission is to educate everyone **ACROSS CANADA** from preschoolers to professionals on Treaties through educational presentations, promoting public awareness about Indigenous culture through MI™ site installations, and develop a network of knowledge for the benefit of Truth and Reconciliation.

THE ROLE: Marketing + Communications Coordinator

We are seeking a dynamic and visionary Marketing + Communications Coordinator to help bring Moccasin Identifier™ into the next phase of our growth! Partnering with our Team you will help to develop and execute the next chapter of MI's™ marketing + communication, building on the achievements of Carolyn King, C.M. and leading us to grow our vision **ACROSS CANADA**.

We value team members who can communicate a clear vision, foster organizational alignment, and who possess entrepreneurial skills to seize new opportunities. A razor sharp focus on client service and effective relationship management are essential – you are eager to innovate and are dedicated to excellence!

Additionally, we are looking for those who are passionate about supporting others, adhere to strong values and ethics and have exceptional planning and organizing abilities, robust problem-solving skills and have a deep understanding of our Indigenous culture.

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Reporting to the Executive Director the Marketing + Communications Coordinator will support the development and implementation of engaging marketing and communication materials and initiatives. This position assists in implementing strategies to enhance MI's visibility, brand, and fundraising efforts. The Coordinator contributes to storytelling, content creation, and day-to-day communications and marketing activities that help share MI's mission with the broader public.

The Marketing + Communication Coordinator supports MI's work in the following areas:

- Communication of MI's Strategy + Vision
- Development and Marketing of Promotional Items

KEY RESPONSIBILITIES

COMMUNICATION OF MI'S STRATEGY + VISION

- Coordinate MI's communications and marketing efforts, including the design and management of print and online materials, newsletters, fundraising materials, speeches, campaigns, presentations, feature articles and more.
- Develop, implement and manage a communication plan in coordination with MI staff to help grow and widen MI's reach across Canada.
- Grow and develop a variety of content for MI's social media channels, website, marketing programs, and resources and raising awareness of MI's mission and vision by creating and sharing interesting, relevant, and engaging content.
- Support photography, video and audio needs for MI, including photographing products, programming, events, and staff that will to be used for external communications, such as social media, websites, ads, and the annual report.
- Proactively adapt, maintain and update MI's website on an ongoing basis, updating/removing content, troubleshoot, ensuring relevance and consistency across the website.
- Design engaging and effective print and digital communication materials for all MI programs, including event promotions, social media campaigns, e-newsletters, flyers, posters, annual report, donor reports, policies, presentation templates, and other key pieces as needed.
- Support staff to create on-brand and engaging visual graphics or materials for events and programs.
- Attend MI events to support the Education + Training Advisor, document events with photos, video, and manage live streaming and/or hybrid event execution.

DEVELOPMENT + MARKETING OF PROMOTIONAL ITEMS

- Operate and maintain the Trotec laser engraving, cutting and marking machine to create promotional items for MI and their clients.
- Develop a media campaign and sales strategy to market MI promotional items and program/event resources to clients.
- Design and create promotional items using graphic design software (Canva, Adobe Express, or Adobe Creative Suite (InDesign, Illustrator, Photoshop) to support design requirements of

promotional and other merchandise.

- Collaborating with the MI team and external clients to understand promotional project requirements.
- Administration and inventory of all items related to the Trotec machine including maintenance management, supplier and vendor relations, research and purchase of raw materials, project fulfillment.
- Attend staff meetings and events as required.
- Other duties as assigned.

PREFERRED QUALIFICATIONS

Education

- University degree or College diploma/certificate in Communications, Public Relations, Journalism, Marketing, Graphic Design or a related field.
- A combination of education and experience will be considered.

Experience

- 2 years' experience in a creative field such as marketing and communications or public relations role.
- 2 years' experience in a First Nations environment with a demonstrated understanding of Indigenous history, culture and traditions.
- Familiar with the Truth and Reconciliation Commission and Calls to Action.
- Demonstrated experience with graphic design, desktop publishing, digital marketing software programs, web & mobile applications, social media and website development and maintenance.
- Relevant experience in marketing, sales, graphic design, and project management.
- Strong attention to detail, resourcefulness and problem-solving, and desire to develop new skills and try new ways of achieving desired outcomes.
- Strategic and proactive thinker with strong entrepreneurial and networking skills.
- Advanced level written (including copy writing, editing and proofreading) verbal and presentation skills.
- Advanced proficiency in Word, Excel, PowerPoint, Outlook.
- Knowledge and use of conflict resolution.
- Ability to communicate professionally and respectfully in any situation, including difficult discussions that may arise.
- Mechanical aptitude is an asset.

REQUIRED QUALIFICATIONS & CRITICAL COMMITMENTS

- **Preference will be given to qualified Indigenous applicants.**
- Legally able to work in Canada.
- Travel within Canada when needed.

- Experience working within an Indigenous environment – Knowledge of First Nation and Métis historical, cultural and economic and knowledge of traditional protocols and practices.
- Clean and current vulnerable sector police check. **This must be completed prior to commencement of work and is the financial responsibility of the candidate.**
- A valid government issued driver's license and access to reliable vehicle with appropriate insurance coverage are conditions of employment for successful candidates.

EMPLOYMENT AND APPLICATION DETAILS

Salary

- \$54,500 to \$62,500 per annum

Vacation

- 3 weeks annually

Work Location

- Mississaugas of the Credit First Nation, Hagersville, Ontario – **Hybrid working arrangement 3 days in office** – Travel as necessary.

How to Apply

- The posting closes on **Friday September 05, 2025 at 3:00 PM EST.**
- Please send your resume and cover letter to **mijobs@pebblesandtwiggs.com**

Moccasin Identifier does not currently use Artificial Intelligence (AI) in the screening of applications.

We would like to thank all applicants for their interest, but only those selected for an interview will be contacted.

We strongly encourage applications from First Nations, Inuit and Métis People.

"If you don't tick all the boxes when it comes to the experience requirements that we've outlined we'd still love to hear from you!"