



## COMMUNICATIONS AND SOCIAL MEDIA COORDINATOR MISSISSAUGAS OF THE CREDIT BUSINESS LP

### **Summary**

The Communications and Social Media Coordinator support MCBC's communications and digital engagement efforts by developing, managing, and executing the organization's online presence. This role creates engaging content, leads social media activities, monitors community engagement, and analyzes performance to build brand awareness, support public relations, and drive traffic to MCBC platforms.

### **Reporting**

The Communications Coordinator reports to the Director of Operations.

### **Work Location**

This position is based out of the corporate office of MCBLP located at 78 1st Line, New Credit Retail Plaza, Mississaugas of the Credit First Nation Hagersville, Ontario with the possibility of hybrid schedule including a combination of office-based work and regular travel to meetings, project sites, community events and partner locations as required.

### **Essential Duties and Responsibilities**

#### **Communications & Digital Strategy**

- Participate in the development and execution of a comprehensive communications and digital media strategy aligned with MCBC's strategic goals.
- Ensure consistent messaging across all platforms including digital, print, and in-person communications.
- Develop, manage, and enhance MCBC's digital presence across web and social platforms.
- Support crisis communication planning and partner communications in collaboration with the Director of Operations.
- Maintain and regularly update website content to ensure accuracy, relevance, and usability.
- Develop infrastructure and processes to support ongoing communications and digital engagement.

#### **Content Creation & Social Media Management**

- Create and manage engaging content including social media posts, blog articles, newsletters, multimedia, and website content.
- Lead social media strategy by developing content calendars, executing campaigns, and aligning messaging with organizational priorities.
- Monitor social media platforms, respond to inquiries, and foster positive online community engagement.
- Track and analyze performance metrics (engagement, reach, traffic) to optimize campaigns and improve digital effectiveness.
- Stay current with emerging social media trends, tools, and best practices.

#### **Marketing & Brand Awareness**

- Support corporate branding initiatives and public relations efforts.
- Develop and maintain marketing materials such as brochures, newsletters, and promotional content.

- Evaluate and enhance website layout, content, and user experience.
- Maintain a digital library of graphics, photos, and video assets.
- Serve as a brand ambassador, ensuring adherence to brand standards and guidelines.

### **Media Relations & Stakeholder Engagement**

- Draft and edit press releases, media materials, and public communications.
- Maintain media lists and support media outreach initiatives.
- Liaise with internal teams, external partners, community organizations, and stakeholders.
- Monitor and respond to inquiries received through general communication channels (e.g., info email).
- Assist in developing and maintaining communication policies and procedures.

### **Event Planning & Promotion**

- Coordinate and support organizational events, including invitations, guest management, logistics, and on-site execution.
- Promote events through digital campaigns and communication channels.
- Capture event photography and video content while ensuring proper consent documentation.
- Represent MCBC at events, information sessions, and community engagements.
- Attend and participate in meetings as required.

### **Education and Experience**

Candidates with a relevant combination of post-secondary education and experience are encouraged to apply.

### **Minimum Requirements:**

- Post-secondary education in Communications, Marketing, Public Relations, or a related field.
- Minimum of two (2) years' experience in communications, digital media, or social media management.
- Experience managing social media platforms and digital campaigns.
- Flexibility to work occasional extended hours.
- Strong understanding of First Nations governance, values, and community engagement is considered an asset.
- Must have a valid class G Driver's License with personal vehicle for travel.

### **Skills and Abilities**

- Exceptional written, visual, and verbal communication skills
- Strong content creation and storytelling abilities
- Proficiency in social media platforms, analytics tools, and content management systems
- Strategic thinker with analytical skills to interpret engagement data and optimize performance
- Knowledge of digital platforms, IT systems, and cybersecurity best practices
- Ability to manage multiple priorities in a dynamic work environment
- Strong organizational and time management skills
- Ability to work independently with minimal supervision
- High level of professionalism, discretion, and confidentiality
- Adaptability and willingness to learn new tools and technologies
- Commitment to fostering a safe, respectful, and inclusive workplace

### **Salary**

\$45,000 - \$60,000

### **Additional Considerations**

#### IMPACT OF ERROR

Error in judgement may lead to loss of credibility, poor public relations, public confidence and misinformation resulting in embarrassment and potential liability to MCBLP.

#### CULTURE

The purpose of MCBC is to create economic benefits, employment for community members and generate wealth for the Mississaugas of the Credit First Nation (MCFN). MCBLP will pursue economic self-sufficiency without sacrificing the cultural values and integrity of the MCFN.

All candidates are encouraged to apply. Applicants from Mississaugas of the Credit First Nation and other First Nations will be given preference to deliver services in a First nations Community.

MCBLP is an equal opportunity employer, committed to workplace diversity and provides accommodations to applicants with disabilities throughout the hiring process. If you require accommodation, please contact Human Resources.

### **Apply**

If you are interested in bringing your experience and passion for this role to MCBLP, please email your covering letter and resume in complete confidence by 4pm June 19, 2026, to [humanresources@mncbc.ca](mailto:humanresources@mncbc.ca)