

External Job Posting

NADF is seeking a dynamic individual to join our team as a **Marketing and Communications Lead**.

Established in 1987 as a not-for-profit Indigenous Financial Institution, we are dedicated to serving entrepreneurs, businesses, and First Nation communities across the region. Our wide range of services supports Indigenous business growth and economic prosperity. From providing tailored financing solutions to offering comprehensive business support services, facilitating community planning initiatives, and delivering workshops and bookkeeping training, we aim to empower your success.

The Marketing and Communications Lead develops, coordinates, and implements marketing, communications, branding, and stakeholder engagement initiatives that support NADF's strategic priorities and organizational objectives.

You are a dedicated and collaborative team player with the highest integrity and a strong commitment to maintaining confidentiality. You have strong written and verbal communication skills, and consistently demonstrate a proactive, organized, and energetic approach.

Key Responsibilities:

1) Team Coordination and Support for the Marketing Department:

- a) Reviews marketing materials and project work, providing feedback and suggestions before final approval.
- b) Works with the Digital Media & Design Coordinator to organize and prioritize projects so work is completed on time and deadlines are met.

2) Marketing and Communications:

- a) Create and carry out communication plans to share information with staff, clients, partners, Indigenous communities, and other stakeholders.
- b) Plan and coordinate marketing campaigns and promotional activities that help support the organization's programs, services, and goals.

3) Stakeholder Engagement:

- a) Coordinate communications within the organization and with external audiences to ensure information is shared clearly and consistently.
- b) Prepare and distribute communication materials such as newsletters, announcements, success stories, media releases, and other publications.

4) Corporate Event Planning:

- a) Coordinate the planning, promotion, logistics, and execution of corporate events.
- b) Develop event schedules and coordinate venue bookings, catering, travel, and other logistical requirements

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Qualifications and Experience Required:

- a) Required: Post-secondary diploma in Business Administration, Marketing, Communications, Public Administration, or a related field.
- b) Preferred: Post-secondary degree in Business Administration, Marketing, Communications, or related discipline.
- c) Experience: Minimum three to five (3-5) years of administrative, marketing, communications, or project coordination experience.
- d) Experience supporting senior leadership is considered an asset.
- e) Experience working in an Indigenous not-for-profit organization is considered an asset.

Wage Band/Salary Range:	Wage Band 6 / Salary Range \$59,961 – \$85,009
Location:	Fort William First Nation office
Hours of Work:	The standard work week for all employees is seven (7) hours per day and thirty- five (35) hours per week, Monday through Friday.
Travel:	Ability to travel to remote and First Nation communities. Ability and willingness to travel by air and road as required. Availability for overnight and multi-day travel.
Closing Date:	Wednesday, September 16, 2026, by 3:00 p.m.
Attachment:	NADF Job Description, Marketing and Communication Lead
Apply to:	To be considered for this challenging and rewarding position, please forward a detailed resume in confidence, along with a cover letter and three (3) current work-related references to recruitment@nadf.org



Job Description

Job Title			Wage Band	Salary Range
Marketing and Communications Lead			6	\$59,961 – \$85,009
Reports to	Department	Hours of Work	Benefits	
Chief Executive Officer	Administration	7 hours/day 35 hours/week	Savings Benefits (Retirement) Group Insurance Program	

Job Overview

The Marketing and Communications Lead develops, coordinates, and implements marketing, communications, branding, and stakeholder engagement initiatives that support NADF's strategic priorities and organizational objectives.

Key Responsibilities

1) Team Coordination and Support for the Marketing Department

- Reviews marketing materials and project work, providing feedback and suggestions before final approval.
- Works with the Digital Media & Design Coordinator to organize and prioritize projects so work is completed on time and deadlines are met.
- Share updates with management on project progress, workload, and training or development needs when needed.
- Acts as a resource for team members by providing guidance, encouraging teamwork, sharing knowledge, and helping create a positive and supportive work environment.

2) Marketing and Communications:

- Create and carry out communication plans to share information with staff, clients, partners, Indigenous communities, and other stakeholders.
- Plan and coordinate marketing campaigns and promotional activities that help support the organization's programs, services, and goals.
- Oversee the development and distribution of marketing materials, including brochures, advertisements, website content, and social media posts, while ensuring they follow the organization's branding standards.
- Manage the organization's website and social media accounts, including posting content and interacting with audiences.
- Work with external vendors, designers, printers, and other service providers to support marketing and promotional activities.
- Monitor marketing expenses and help ensure promotional activities are delivered within budget and provide good value.
- Track and review marketing results, such as website traffic, social media engagement, and campaign performance, and provide recommendations for improvement to management.

3) Stakeholder Engagement:

- Coordinate communications within the organization and with external audiences to ensure information is shared clearly and consistently.
- Prepare and distribute communication materials such as newsletters, announcements, success stories, media releases, and other publications.
- Support communication and relationship-building with management, staff, Board members, clients, Indigenous

communities, community partners, government agencies, and other stakeholders.

- d) Increase awareness of NADF's programs, services, achievements, and impact by identifying and promoting opportunities to share information with stakeholders.
- e) Assist in maintaining communication processes and standards to ensure information is accurate, consistent, professional, and up to date.

4) Corporate Event Planning:

- a) Coordinate the planning, promotion, logistics, and execution of corporate events.
- b) Develop event schedules and coordinate venue bookings, catering, travel, and other logistical requirements.
- c) Prepare and distribute event-related communications, promotional materials, registration information, and post-event follow-up materials.
- d) Liaise with vendors, sponsors, presenters, community partners, and service providers to ensure successful event delivery.
- e) Monitor and maintain event budgets, track expenditures, and ensure events are delivered in a cost-effective manner.
- f) Maintain event attendance records, evaluations, and post-event reports, identifying opportunities for improvement.

5) Records and Information Management:

- a) Maintain organized electronic and physical records related to marketing, communications, events and corporate activities.
- b) Ensure records, documents, and supporting materials are accurately maintained, stored and archived in accordance with organizational policies and records retention requirements.
- c) Coordinate records management and annual archiving processes to support operational efficiency and information accessibility.
- d) Maintain document control and version management practices to ensure the integrity and accuracy of organizational and executive records.

Education and Experience

Education:

- a) Required: Post-secondary diploma in Business Administration, Marketing, Communications, Public Administration, or a related field.
- b) Preferred: Post-secondary degree in Business Administration, Marketing, Communications, or related discipline.

Experience:

- a) Experience: Minimum three to five (3-5) years of administrative, marketing, communications, or project coordination experience.
- b) Experience supporting senior leadership is considered an asset.
- c) Experience working in an Indigenous not-for-profit organization is considered an asset.

Knowledge and Skills

Technical Skills:

- a) Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere).
- b) Experienced with CMS platforms (e.g., WordPress, Wix), including e-commerce/payment tools (e.g., Stripe).
- c) Proficient in HTML, CSS, JavaScript, and PHP for website content updates and troubleshooting.
- d) Knowledge of SEO best practices and basic SEM support (e.g., Google Ads, promoted posts).
- e) Familiarity with social media tools (e.g., Meta Business Suite, Buffer).

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- f) Proficient with Microsoft Office 365 (Word, Excel, PowerPoint, Outlook, SharePoint).
- g) Awareness of AODA and WCAG web accessibility standards.

Knowledge, Skills & Abilities (KSA):

- a) Ability to handle confidential information and manage responsibilities with discretion.
- b) Excellent time management and organizational skills.
- c) Strong communication skills, with the ability to clearly convey complex planning information to a variety of internal and external stakeholders.
- d) Excellent attention to detail, with strong written and verbal communication skills.
- e) Demonstrated initiative and accountability, with the ability to work independently and with minimal supervision.
- f) Strong team player who can follow direction and contribute effectively to a collaborative environment.
- g) Demonstrated experience in First Nation entrepreneurship, facilitation, research, and analysis, supported by active community involvement.
- h) Demonstrated commitment to grassroots entrepreneurship development, as well as social and economic justice.
- i) Ability to address sensitive issues with diplomacy, professionalism, and tact.
- j) Sound judgment in determining when to take initiative and when to seek guidance from an immediate supervisor.
- k) Ability to manage multiple priorities and meet established deadlines.
- l) General understanding of Indigenous culture and the opportunities and challenges related to business and economic development in Northern Ontario.
- m) Culturally aware and sensitive, with an understanding of Indigenous communities, cultures, and values.
- n) Ability to speak Ojibway, Oji-Cree, or Cree is considered an asset.

The Employee will be Responsible For

- a) Perform the duties and responsibilities of the position to the best of their ability.
- b) Adhere to relevant legislation, company policies, and procedures.
- c) Protect confidential and proprietary information.
- d) Maintain respectful and collaborative working relationships.
- e) Support and promote NADF's mission, vision, and values.
- f) Maintain a safe work environment.
- g) Represent NADF in a positive and professional manner.

Conditions of Employment

- a) Valid driver's license.
- b) Access to a reliable vehicle.
- c) Required vehicle insurance coverage.
- d) Ability to work flexible hours.
- e) Ability to travel to remote and First Nation communities.
- f) Ability and willingness to travel by air and road as required.
- g) Availability for overnight and multi-day travel.

Note



Job Description

This job description is not intended to be all-inclusive. The employee may be required to perform other related duties as necessary to support NADF's ongoing needs.

Signatures

By signing this document, I acknowledge that I have read, understood, and agreed to the job description outlined above for my position at NADF.

Employee Name (Print)	
Employee Signature	
Date	