



## EMPLOYMENT OPPORTUNITY

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### Digital Media Specialist

**KSCS is seeking a highly skilled & experienced individual who is responsible to design, create and distribute KSCS content to the community of Kahnawake.**

Under the supervision of the Communications Team Leader, the Digital Media Specialist assists in the creation of media material for various media platforms such as the web and social media outlets, and the planning and implementation of marketing campaigns.

#### Required Education & Experience:

- Bachelors Degree in Digital Media, Communications or a related field one (1) to three (3) years experience.
- Knowledge of Mohawk culture/people, Kahnawà:ke systems and community organizations.
- Basic budgeting skills to reconcile paid digital media placements with the available budget.
- Ability to multitask and work under pressure.
- A valid driver's license and access to a vehicle.

**Status:** Indefinite full-time position, with a 6-month probationary period.

**Salary:** Starting at \$27.03/hour.

**Schedule:** 35 hrs/week; must be willing to work flexible hours as necessary.

**If you believe you possess all the requirements listed in the full job description for this position, and you wish to pursue a rewarding career with excellent benefits at KSCS, please forward your complete application to:**

**KSCS Human Resources at [humanresources@kscskahnawake.ca](mailto:humanresources@kscskahnawake.ca).** You must include a resume, letter of intent, along with your completed application form and required documents as specified within the application form. Full job descriptions are available at [www.kscs.ca](http://www.kscs.ca). Call 450-632-6880 for more info.

**Deadline to apply is:** No deadline.

**GENERAL INFORMATION**

<b>Code:</b>	<b>C1</b>
<b>Job Title:</b>	<b>Digital Media Specialist</b>
<b>Department:</b>	Information Services, Communications
<b>Date of Job Description:</b>	May 1, 2023
<b>Job Reports To:</b>	Team Leader of Communications

**JOB DESCRIPTION SUMMARY**

Under the supervision of the Communications Team Leader, the Digital Media Specialist assists in the creation of media material for various media platforms such as the web and social media outlets, and the planning and implementation of marketing campaigns.

The Digital Media Specialist is responsible to design, create and distribute KSCS content to the general public as needed, ensuring brand consistency across all digital marketing platforms. Through the use of graphic design principles, the Digital Marketing Specialist will communicate with internal and external stakeholders. Developing and implementing individual and team-related work plans.

Decisions are straightforward in nature, within clearly defined procedures, and are regularly reviewed.

**CORE RESPONSIBILITIES AND DUTIES**

Core Responsibilities	Duties
<b>Implements communications and public relations.</b>	<ul style="list-style-type: none"> <li>➤ Updating content of the KSCS website and organizing related files.</li> <li>➤ Providing design and content management support for the KSCS website.</li> <li>➤ Conduct regular content analysis and convey best practices for social and digital media in strategic planning and implementation.</li> <li>➤ Complete other public information duties as needed, including writing news releases, articles or proclamations, creating content for materials such as fact sheets or brochures, or other tasks as assigned.</li> <li>➤ Creating content for digital media platforms according to platform guidelines.</li> <li>➤ Scheduling placement of content on digital media platforms.</li> <li>➤ Ensuring brand consistency across all digital media channels.</li> <li>➤ Monitoring impact and return on investment of digital marketing campaigns.</li> <li>➤ Remaining up-to-date with the latest digital media trends and design technology available.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Keeps up-to-date on KSCS' services, health and social issues, statistics and staffing for effective public relations and written/visual information to the community and other organizations, at the local, regional or national levels.</li> <li>➤ Assists in the preparation of media conferences, media briefings, press releases and information packages.</li> <li>➤ Assists with or hosts KSCS events such as, but not limited to, Info Fairs and Open Houses.</li> <li>➤ Communicates information to internal media platforms.</li> </ul>
<b>Assists with the planning, preparation and administration of the communications services.</b>	<ul style="list-style-type: none"> <li>➤ Assists in keeping the promotional, educational and publicity materials up-to-date.</li> <li>➤ Assists in the maintenance of a database to track KSCS services and statistics or to measure public opinion.</li> <li>➤ Develops yearly Communication Services work plans in collaboration with the team.</li> <li>➤ Develops and implements an individual work plan for the current year that includes budgetary needs if applicable.</li> <li>➤ Attends trainings, workshops and conferences for professional or personal development as agreed to by the Team Leader of Communications.</li> <li>➤ Attends Communications team meetings and all KSCS All Staff meetings and other meetings relevant to work.</li> <li>➤ Participates in committees relevant to Communications/KSCS.</li> <li>➤ Assists with the development and maintenance of a Standard Operating Procedure Manual for Communication Services.</li> </ul>
<b>Performs print media correspondent responsibilities.</b>	<ul style="list-style-type: none"> <li>➤ Produces KSCS' Health and Wellness Newsletters which includes planning, writing, editing, layout and design, distribution, promotion and evaluation.</li> <li>➤ Writes articles, speeches, press/news releases, media briefings, fact sheets, profiles and innovative advertisements etc.</li> <li>➤ Attends relevant meetings and/or conferences, etc. in order to be well informed and prepared to write on issues pertaining to KSCS.</li> <li>➤ Provides writing/editing assistance to staff for newspaper/newsletter articles and pamphlets.</li> </ul>
<b>Performs visual media correspondent responsibilities.</b>	<ul style="list-style-type: none"> <li>➤ Acts as the photographer, videographer and video editor for Communications Services.</li> <li>➤ Prepares and edits the internal electronic newsletter, which is then sent to all KSCS staff.</li> <li>➤ Makes arrangements/bookings with local and regional media for all of KSCS' advertisements, commercials, articles, etc.</li> <li>➤ Photographs activities/services/staff, etc.</li> <li>➤ Produces and edits videos for instructional/educational/public relations' purposes, etc.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Videotapes press conferences, special events and other KSCS activities.</li> <li>➤ Archives all Communications Services' photographs, videos and tapes.</li> <li>➤ Writes articles for the quarterly newsletters. (Setting up contacts with person(s) to be interviewed, writing articles, photo). Four to five articles each issue.</li> </ul>
<b>Performs any other job-related duties as may be required by the immediate Supervisor</b>	

<b>COMMUNICATIONS</b>
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<b>Team Work:</b>	➤ Commonly requires a level of collaboration and cooperation to get work or projects complete.
<b>Advising:</b>	➤ Commonly provides information that must be understood and explained.
<b>Training:</b>	➤ Occasionally trains or gives information to stakeholders or clients.

<b>ENVIRONMENTAL FACTORS</b>
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<b>Types of Schedule:</b>	➤ Regular work week, occasional flex.
<b>Stress Factor:</b>	➤ Moderate stress (some periods of high stress).
<b>Deadlines:</b>	➤ Some tight deadlines (unplanned).

<b>ACCOUNTABILITY</b>
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<ul style="list-style-type: none"> <li>➤ To provide services in a manner consistent with the terms and conditions of the employment agreement, the personnel policies, standard operating procedures and directives.</li> <li>➤ To ensure comprehensive, effective and efficient communications services.</li> <li>➤ To maintain professional, clear and positive image of KSCS with community and other stakeholders.</li> <li>➤ To ensure accurate and timely sharing of information within KSCS and the community. <ul style="list-style-type: none"> <li>➤ To prepare well-researched reports, newsletters, etc.</li> <li>➤ To provide collaborative support to the communication team.</li> <li>➤ To provide high-quality print and visual media aspects of the service.</li> <li>➤ To maintain confidentiality practice.</li> </ul> </li> </ul>
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<b>QUALIFICATIONS</b>
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<b>Education and Experience</b>	<ul style="list-style-type: none"> <li>➤ Bachelors Degree in Digital Media, Communications or a related field one (1) to three (3) years experience.</li> <li>➤ College/CEGEP or University Certificate, DEC, or Diploma in a related field with three (3) to less than five (5) years of experience.</li> <li>➤ Minimum High School diploma with five (5) to less than ten (10) years related work experience.</li> </ul>
<b>Skills and Requirements</b>	<ul style="list-style-type: none"> <li>➤ Knowledge of other resources within and outside of the Community.</li> <li>➤ Excellent computer skills.</li> <li>➤ Excellent organizational skills.</li> </ul>

	<ul style="list-style-type: none"> <li>➤ Knowledge of Mohawk culture/people, Kahnawà:ke systems and community organizations.</li> <li>➤ Ability to multitask and work under pressure.</li> <li>➤ A valid driver's license and access to a vehicle is a requirement.</li> <li>➤ Ability to deal with moderate to high stress.</li> <li>➤ Basic budgeting skills to reconcile paid digital media placements with the available budget.</li> <li>➤ Willingness to work flexible hours to effectively implement services or to participate in organizational or community meetings/events.</li> </ul>
<b>Assets</b>	<ul style="list-style-type: none"> <li>➤ Knowledge of the Kanien'keha language.</li> <li>➤ Knowledge of Statistics.</li> </ul>

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**Immediate Supervisor**

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**Incumbent**

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**Date**