

Mohawk Council of Kahnawake

P.O. Box 720

Kahnawake Mohawk Territory J0L 1B0

*Tsi Nīkaió'tenfisheró:tens Ne Onkweshón:'a Rotiió'tens***HUMAN RESOURCES UNIT**

Tel.: (450)632-7500

Fax: (450)638-5958

Website: www.kahnawake.com

Job Title:	Position Name: Public Information Officer
Division:	Division Name: Executive Director's Office, Public Relations Unit
Reports To:	Position Name: Director of Public Relations
Name of Incumbent:	Name: TBD
<p>Purpose: Responsible to plan, develop and program the communications and public relations functions relating to the promotion of all activities and services offered by the Mohawk Council of Kahnawake (MCK).</p>	
<p>Cultural Identity Attributes: Is charismatic, creates a positive and innovative atmosphere and networks with others. A driven individual who is a self-starter and enjoys challenging situations and has a strong desire to achieve results. Is organized, thorough, dependable, and self-reliant.</p>	
<p>Roles & Responsibilities:</p>	
<p>Communication Publications</p> <ul style="list-style-type: none"> • Coordinate, plan and produce public relations and communications publications. • Assists in the development and production of all MCK print material • Develops and produces innovative graphic displays for all MCK publications, reports and advertisements, including written information, charts, logos, graphics, photo and video displays; • Collects and contributes articles from various internal and external sources for publication, including photography; • Assists in the planning and development of tools to measure and track effectiveness; • Maintains up-to-date files of articles, photographs and materials; • Works with the Tsi Nionkwarihò:ten Tsitewaháhara'n Center Kanien'kéha content for MCK Public Relations activities and is required to initiate the use of the language in all activities; • Updates the EDC Savings Web Page; • Research ways in which MCK Public Relations may assist in fundraising for language activities in the Community. • Maintains all MCK Social Media pages. 	



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Communication Initiatives

- Assists in the development of MCK Communications initiatives.
- Develops specific projects in conjunction with various departments and program coordinators within the MCK;
- Develops and implements innovative public relations and communications strategies and ensure that all information is effectively disseminated;
- Develops and implements promotional campaigns and initiatives within the community;
- Develops articles, press releases and/or innovative advertisements for various local and national media;
- Arranges for the translation of communication materials into Kanien'kéha , as needed; working with the Tsi Niionkwarihò:ten Tsitewaháhara'n Center
- Arranges for the translations of communication materials into French, as needed
- Monitors news bulletins and various media sources; forwards relevant information to appropriate personnel;
- Develops data collection instruments to measure public opinion and/or effectiveness of Public Relations initiatives;
- Collaborates with the Public Relations Unit staff on collection, measurement and synthesis of information;
- Surveys the general population on specific items of interest through community consultation workshops, focus groups, Web surveys, telephone surveys, etc.;
- Informs MCK staff of Communications activities that may affect them.
- Manages the MCK Public Relations Tracking and online filing systems.

Communications Programming

- Coordinate, plan and produce public relations and communications programming.
- Assists in the planning, development and maintenance of MCK run websites and internal MCK Intranet systems;
- Initiates and develops new ideas for the MCK run Websites, Social Media pages & Intranet in collaboration with Communications Unit staff;
- Develops a system for gathering of up-to-date information;
- Continuously updates information to the Website, Intranet, Mass E-mail systems and Billboards;
- Produces video segments as public service announcements for display on Kahnawake TV and other TV shows, in Kanien'kéha and English;
- Assists in developing evaluation tools to measure and track effectiveness;
- Assists in the planning, development and production of programming for Kahnawake TV;
- Assists to collect and contribute information from internal and external sources for announcement on various MCK information media tools.
- Monitors Social Media and distributes information to stakeholders.



The statements herein reflect general details to describe the principle functions for this job, and should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties or be assigned projects associated with these responsibilities as directed by their immediate supervisor.

Decision Making Authority:

- To determine most effective methods of disseminating information within MCK and to community
- To decide on content and layout of publications and programming

Accountability:

- Ensures that all published information has been edited and approved according to MCK Public Relations Protocols prior to distribution
- Follows up on political directives with appropriate personnel in a timely and effective manner
- Ensures that distribution of information practices are in accordance with MCK policies and procedures
- Ensures that all information to be published has been edited and approved according to MCK Public Relations Procedures/ Protocols prior to distribution;
- Ensures the accuracy of scripts and information, time coding for Kahnawake TV
- To maintain positive image of the department with the general public
- To provide accurate information
- Ensuring the continuous improvement of the organization
- Conducting business with internal and external clients in a tactful, discrete and courteous manner
- Maintain confidentiality
- Adhering to the MCK Administration Manual-Personnel Policy and Kanien'kéha Language initiatives

Education & Experience:

- Bachelor's Degree in Public Relations, Communications or related discipline, plus one (1) year relevant experience;
- OR
- Certificate in Public Relations, Communications or related field, plus three (3) years relevant experience;
- OR
- High School Diploma, plus five (5) years relevant experience;
- AND
- Completed MCK John Molson School of Business Program or equivalent (IF APPLICABLE)

STRENGTH

PEACE

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Knowledge, Skills, Abilities and Other Attributes:

- Strong Oral and written communications skills;
- Knowledge and comprehension of the political and administration direction of the MCK, community programs and services;
- Understanding of political sciences and structures of First Nations, Traditional, Municipal, Provincial, and Federal governments;
- Project management, analytical, organizational and interpersonal skills;
- Knowledge of computer systems (word processing, desktop publishing, graphic design, developing and managing websites and intranet systems);
- Skills in layout, design, writing and editing;
- Ability to do camera work is an asset
- Ability to do video editing is an asset
- Ability to communicate in the Kanien'kéha and French languages is an asset;
- The willingness to learn the Kanien'kéha language is required.

Working Environment:

- Five day work week and normal office environment;
- Occasional overtime may be required
- Moderate stress and productivity pressure associated with the position

Competencies:

Self - Management	Client & Team Relations	Quality Decision Making	Professional Capacity	Communication	
TBD	TBD	TBD	TBD	TBD	
Adaptability	Planning and Organizational Knowledge	Leadership	Language & Culture		
TBD	TBD	TBD	TBD		

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Commitment Statement:

I serve my community with its best interest in mind by supporting and encouraging creative, critical and resourceful thinking, accepting and nurturing new ideas and approaches and demonstrating my dedication and integrity through my efforts, actions, and words. I am part of a team that is empowered to take initiative in an interactive working environment.

Signatures:

Employee's Signature: _____

Supervisor's Signature: _____

Director of Human Resources: _____