

Public Relations Specialist, Community Engagement

Duration:

Indeterminate, Full
Time - Six (6) Month
Probation Period

Division:

Public Relations
Unit

Salary:

\$65,227.50 -
\$73,690.50 per year
(37.5 hours per
week)

Deadline To
Apply:

Details

Purpose:

The Community Engagement Specialist is responsible for developing, implementing, and coordinating engagement and public relations strategies that strengthen communication between the Mohawk Council of Kahnawà:ke (MCK), its units, and the community. This position ensures that engagement initiatives are effective, relevant to the community of Kahnawà:ke, and aligned with MCK's overall communications direction.

Roles & Responsibilities:

Engagement Strategy & Coordination

- Develop, implement, and coordinate engagement strategies, campaigns, and initiatives for MCK and the community.
- Collaborate with MCK Unit Liaisons, department managers, portfolio Chiefs, and community organizations to ensure accurate and timely information sharing.
- Design, coordinate, and facilitate engagement sessions (e.g., surveys, focus groups, community meetings, kiosks, social media activities).
- Manage bookings, logistics, and budget considerations related to engagement activities.
- Provide approval on engagement activities in the absence of the Director of Public Relations Unit (PRU).
- Develop and enhance tools and resources for effective stakeholder engagement.

Public Relations & Communications

- Develop and implement innovative public relations and communications strategies to ensure clear, consistent, and effective dissemination of information.
- Draft, edit, and distribute public announcements, news releases, and other communication materials.
- Support PRU staff in designing and monitoring communications, including social media, intranet, and other digital platforms.
- Assist in the development of communications initiatives, policies, and protocols.
- Serve as an alternate Communications Liaison for emergency communications.
- Contribute to the development and maintenance of a communications resource center (photos, news clips, archives, feedback, etc.).

Stakeholder Relations

- Build and maintain strong, respectful relationships with community representatives, MCK employees, and other stakeholders.
- Ensure that relevant stakeholders are consulted and informed of engagement activities and findings.
- Represent the PRU at community events, Community meetings, and media activities (e.g., press conferences, briefings).
- Act as spokesperson for engagement-related publications and media tools when required.

Analysis, Monitoring & Reporting

- Research, monitor, and analyze internal engagement, media coverage, and community sentiment.
- Develop and implement data collection tools to measure public opinion and the effectiveness of communications initiatives.
- Maintain organized records of engagement activities and feedback.
- Prepare reports, measure outcomes, and provide recommendations to strengthen engagement and communications strategies.
- Ensure alignment of engagement plans with MCK's overall communications direction.

Other Duties

- Provide training and guidance to personnel on communications and engagement strategies.
- Assist with media engagement, including press conferences and interviews.
- Perform other related public relations and communications duties as assigned by the supervisor.
- Serves as a designated backup representative at Council Meetings, responsible for drafting and finalizing the official Communiqué when required.
- Provide guidance for all MCK Community Engagement, ensuring alignment with PRU policy and communication and engagement strategies.

Education & Experience:

- Bachelor's Degree in Public Relations, Communications, or related field, plus one (1) year relevant experience. OR
- DEC in Public Relations, Communications, plus three (3) years relevant experience. OR
- High School Diploma, plus five (5) years relevant experience.

Knowledge, Skills, & Abilities:

- Strong knowledge and comprehension of the political and administration direction of the Mohawk Council of Kahnawà:ke.
- Knowledge of other community programs and services, and how they function and interact with one another.
- Strong knowledge of the dynamics of the community of Kahnawà:ke.
- Strong knowledge and/or experience in strategic planning exercises and communications planning.
- Excellent oral and written communications skills.
- Strong public speaking and meeting facilitation skills.
- Strong project management, analytical, and interpersonal skills.
- Strong knowledge and/or experience in the design, implementation, analyzing, and reporting of surveys, focus groups, and other engagement activities.
- Good knowledge of effective data management and archiving.
- Good knowledge of analyzing and reporting on data.
- Sound knowledge of communications, media, advertising, and production design.
- Excellent knowledge of computer systems, including word processing, desktop publishing, graphic design applications, and data processing (i.e., Excel, Survey Monkey).
- Demonstrates professionalism, discretion, and courtesy when interacting with internal and external clients, fostering positive and respectful working relationships.
- Maintains confidentiality.
- Adhere to MCK Employment Policies and Kanien'kéha Language initiatives.
- Ability to communicate in the Kanien'kéha and French languages is an asset.
- The willingness to learn the Kanien'kéha language.

Working Environment:

- Five-day work week (8:30 a.m. to 4:00 p.m.) is performed in an office environment.
- Occasional evening/weekend work required.
- Occasional overtime may be required to meet communications demand and community events.
- Moderate stress due to workload and project-based deadlines.

Requirements:

Please address your application to MCK Human Resources. Forward your complete application via e-mail only to: **Applications@mck.ca**

- Ensure complete applications are submitted, including Letter of Intent and Resume. Incomplete applications may not be considered.
- Only candidates selected for an interview will be contacted.
- Preference will be given to Indigenous candidates.
- When adding attachments, please use PDF format. Any other formats may be blocked from our system.

ALL REQUIRED DOCUMENTS MUST BE SUBMITTED BEFORE THE DEADLINE FOR YOUR APPLICATION TO BE CONSIDERED

To Apply:

Email your applications with all the required documents to **applications@mck.ca**