



MANITOBA MÉTIS FEDERATION

COMMUNICATIONS SPECIALIST

April 23, 2025

Posting #25-15-003

The Manitoba Métis Federation (MMF) is the democratically elected National Government of the Red River Métis, also known as the Manitoba Métis. The Red River Métis are a distinct Indigenous Nation and People, and Canada's Negotiating Partners in Confederation and the Founders of the Province of Manitoba.

The MMF seeks to fill **one full-time Communications Specialist** position within our **Red River Métis Business Development Corporation** located at 333 Main Street in **Winnipeg, MB**. Reporting to the Communications Manager, the Communications Specialist will support Red River Métis business association members with marketing efforts, including social media management, campaign creation, and design of digital and print materials. The Communications Specialist will also handle marketing requests, conduct market research, develop strategies, and create content to support successful campaigns for the business association members as delegated by the Communications Manager.

Job Duties/Competencies:

- Monitor and Coordinate activities on client related marketing requests;
- Develop, plan, and execute paid marketing strategies and initiatives for clients, including paid social media, search, and display advertising campaigns;
- Design visually compelling graphics for social media, web, and print using brand aligned creative direction;
- Monitor, track, evaluate, and optimize campaign performance;
- Compile monthly analytics for clients with recommendations for extending brand awareness;
- Research and audit third party websites and social media channels to help decide on appropriate ad placements and determining which content will reach the public;
- Research and recommend social media usage, best practices, and integration with marketing efforts.

Skills and Qualifications:

- Degree in Marketing, Creative Communications, or related field with a minimum of one year of relevant experience;
- Strong knowledge of Search Engine Marketing (SEM), Search Engine Optimization (SEO), keyword research, and Google Analytics. Google Ads and Advanced Google Analytics certification is considered an asset;
- Trained in developing marketing strategies, optimizing content for various channels, and managing, developing, and writing website content;
- Proficient with Office 365, file management, data entry, and general computer skills.
- Experience using Adobe Creative Suite and Canva is considered an asset;
- Strong organizational, interpersonal and time management skills;
- Experience working for a not-for-profit organization and Indigenous community is an asset;
- Knowledge of Red River Métis culture, and MMF programs and services is a definite asset; and,
- Ability to travel, valid Manitoba Driver's license with access to a reliable vehicle.

We offer a comprehensive benefits package including; health, dental, vision, pension, and vacation.

Please submit your resume and cover letter, referencing the job posting number by Wednesday, May 7, 2025.

The MMF requires a satisfactory criminal record check prior to commencement of employment. The MMF will accept existing criminal record checks if dated within 3 months of your start date. Obtaining this document is not a guarantee of employment.

Preference will be given to qualified Red River Métis applicants and they are encouraged to self-identify on their cover letter. The MMF encourages internal applicants to apply for career opportunities within our Government.

MMF Human Resources Department
300-150 Henry Ave, Winnipeg, Manitoba R3B 0J7
Email to: jobs@mmf.mb.ca
Fax to (204) 947-1816

All our job postings can be found at: www.mmf.mb.ca.