

# INDIGENOUS POLICE CHIEFS OF ONTARIO

## Job Description



## Social Media and Content Planner

**Reports to: Communications Specialist**

### **PURPOSE:**

Creating captivating content to drive audience engagement, growth, and brand awareness across all social media channels. Plans, develops, and executes external and internal corporate communications strategies that support and promote IPCO initiatives, projects, policies and programs. Creates written communications products/material that support the communications strategies and enhance the image of the IPCO.

### **KEY RESPONSIBILITIES:**

1. Researches, writes and edits communications material for IPCO investigations, initiatives, news conferences, speaking engagements, IPCO Review magazine and other media including news releases, event speeches/speaking notes for the Chief of Police and other IPCO Managers, media advisories, backgrounders, fact sheets, media kits, display material, key messages, questions and answers, magazine articles. Ensures that material is consistent with proper editorial and formatting standards, including grammar, spelling, clarity, accuracy and suitability.
2. Supports with Developing communication strategies and provides advice and guidance for initiatives and events in consultation with client. Assesses communication needs, provides creative direction and sets out framework that identifies communication objectives, purpose, processes, methods, target audiences (external and internal), vulnerabilities and key messages. Creates written components of communication strategies, including news releases, high-level speeches/speaking notes, media advisories, backgrounders, fact sheets, media kits, display material, key messages, questions and answers, internal and external magazine articles. Also plans and prepares social media communications for Twitter, Facebook and other outlets.
3. Plans, organizes, attends, and assists in the delivery of IPCO news conferences and events. Develops event plans and ensures that all participating IPCO members are prepared for their roles by briefing and coaching clients. Assists with selection of venues, ensuring suitability, size and location are conducive to successful IPCO media events.
4. As requested, monitors media and inquests, participates on IPCO committees and working groups and researches and prepares/assists in the production of written communication products including executive summaries, overviews, fact sheets, presentations, brochures and reports.
5. Liaises with IPCO members and managers and media representatives to coordinate IPCO participation in news stories, documentaries and other media productions. Researches and prepares reports for use by Bureau Commander to evaluate requests for television research and production.
6. Prepares weekly package of key messages and statistics for Chief of Police's Committee and Executive Officers.
7. Performs other duties as assigned.

# COMPENSABLE FACTORS

## KNOWLEDGE OF:

- Knowledge of communication and media relations theories, techniques, strategies and practices to identify clients' target audiences and objectives and to provide communications planning and implementation support.
- Knowledge of print, broadcast and web media and media monitoring services to monitor media coverage impacting the organization.
- Knowledge of research practices, writing/editing techniques, grammar, punctuation and spelling, policies, writing standards, media/public information release standards and attention to detail to ensure quality, integrity and accuracy of communications products.
- Knowledge of social media platforms and uses for communication.
- Knowledge of event management techniques to organize and deliver events such as news conferences, facility milestone events and special campaign events, etc.
- Knowledge of IPCO and Ministry programs, policies, issues, structure, services and organizational goals to develop and implement communication plans and other materials including speeches, key messages and executive summaries consistent with organizational direction.
- Knowledge of computer software programs including Windows, Microsoft Word, Excel, Access, PowerPoint, OneNote and Outlook to store completed research and to produce written communication plans, memoranda, reports, charts, tables, graphics, spreadsheets and presentation material. Knowledge of the internet to research issues.
- Ability to develop and maintain respectful and trusting relationships with members at all levels of the organization; actively manage relationships on an ongoing basis to ensure alignment and efficiency of effort and approaches. Works collaboratively with team members, stakeholders, and partners to achieve individual, group and organizational goals.
- Sufficient knowledge of the elements of visual design to work with graphic artists and clients to produce professional products with desired impact.
- Knowledge of the use of office equipment such as a photocopier, printer, scanner and facsimile to copy, produce and transmit information and correspondence.

## INTERPERSONAL AND COMMUNICATION SKILLS:

- Oral communication, listening, consultative and interpersonal skills to provide insight and advice and present strategies to clients; to work and liaise effectively with fellow employees, senior Ministry officials, senior IPCO managers and external stakeholders; and to research and develop communication plans, briefing notes, speeches and other communication materials.
- Position requires tact and diplomacy to respond to media and public requests for information in English and arranging
- Position requires written communication skills to prepare communication materials and strategies ensuring accuracy, consistency, clarity, style, tone, content, grammar, spelling, punctuation and audience suitability in accordance with IPCO and Ministry policy.

## PROBLEM SOLVING/COMPLEXITY:

- Position requires research, analytical, creative and evaluative skills to assess client objectives and to develop effective communications strategies and other communications material.
- Organizational and planning skills to identify sources of information and to compile information to develop communication strategies and briefing materials on complex issues/events and to manage/deliver special events.
- Frequent unexpected changes to deadlines and work demands due to nature of the work and unpredictability of communication issues.

## **RESPONSIBILITY FOR THE WORK OF OTHER EMPLOYEES:**

- Position has no formal responsibility for the work of other employees.

## **PHYSICAL AND SENSORY DEMANDS:**

### Physical Demands:

- Sitting and/or standing at a computer, while operating a keyboard and mouse to conduct research and prepare written material with freedom to move around as required.
- Occasionally lifts news conference material and files weighing 5 to 10 kg.

### Sensory Demands:

- Visual strain associated with viewing a video terminal for long periods of time while preparing documents, keying information and proofreading documents for accuracy, requiring attention to detail.
- Concentration and attention to detail are required to ensure accuracy of written material and to meet deadlines of the
- Ministry and the IPCO.
- Auditory attentiveness is required when liaising and consulting with clients.

## **WORKING CONDITIONS:**

- Reports to work at GHQ Detachment – Treaty Three Police Services but performs work remotely but required to travel. Works weekends and evenings as required. Occasional overtime required in order to meet deadlines.



## AUTHORIZATION FOR RELEASE OF INFORMATION TREATY THREE POLICE SERVICE

**Last Name:** \_\_\_\_\_ **First Name:** \_\_\_\_\_  
**Middle Name (1):** \_\_\_\_\_ **Middle Name (2):** \_\_\_\_\_  
**Maiden Name (if applicable):** \_\_\_\_\_ **D.O.B:** \_\_\_\_\_

The undersigned, hereby authorizes any physician, employer, organization or person to whom a signed copy, facsimile transmittal or photocopy of this authorization is delivered, to provide any information, opinion, reports, records or copies thereof, which may be requested by a representative of the Indigenous Police Chiefs of Ontario (IPCO) in connection with the background investigation relating to their application for employment with any First Nation and specifically:

### Authorized Areas of Disclosure

**(Please check applicable areas and provide Driver's Licence)**

	Academic Records and Transcripts		Police Records (including applicant files and history of law involvement)
	Military and Police Service as applicable <small>(including any complaints, disciplinary investigation &amp; results)</small>		Criminal Record Check
	Medical Information		Character Reference Check
	Financial Information <small>(including credit bureau check)</small>		Employment Records
	Driver's Licence #		Driving Record Check

Additionally, the undersigned, hereby authorizes members of the IPCO to contact any other person(s) that they feel may provide relevant information with respect to my character, history and/or suitability for the position with the IPCO.

I understand this information will be used to assess my qualifications and suitability in relation to my application for employment as an employee of the IPCO. I further understand that any questions that I may have concerning the collection of this information can be directed to the Executive Director - IPCO c/o 309 Court Street South ON P7B 2Y1.

I hereby acknowledge and declare that the terms of this authorization for release of information are fully understood by me.

Dated this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_

\_\_\_\_\_  
Signature of Witness

\_\_\_\_\_  
Signature of Applicant

# INDIGENOUS POLICE CHIEFS OF ONTARIO

## Employment Opportunity



### Social Media and Content Planner

Indigenous Police Chiefs of Ontario (IPCO) is currently looking to fill a full-time Social Media and Content Coordinator. Our service will be accepting applicants who will be responsible for creating captivating content to drive audience engagement, growth, and brand awareness across all social media channels. Training will be available if required. The successful applicant can choose to work at our Kenora, Agency One Land, or East Detachment with work primarily taking place in Treaty Three Communities. Traveling will be required.

#### Key Responsibilities:

- Create compelling video and social media visual assets that are aligned with IPCO's mission and values and Anishinaabe culture
- Support IPCO Communications with the planning and development of social media campaigns and advertisement opportunities
- Work directly with front-line officers and civilian staff in generating social media content
- Keep up to date with the latest social media trends, new platforms, or new formats
- Assist with external and internal website postings and communicate
- Other duties as assigned

#### Requirements for this position:

- Possess a high school diploma or equivalent
- Post-secondary education in communications, marketing, graphic design, and video/photography recommended
- Be of good moral character with no criminal record for which a records suspension (pardon) has not been received or an absolute/conditional discharge that has not been sealed
- Must be willing to work weekends and evenings
- Must be willing to attend and participate in all required training programs as instructed
- Previous work experience managing social media, digital content creation (graphic design), and/or public relations would be an asset
- Proficient with computers and related software - MS Office (outlook, word, excel)
- Familiarity with use of office equipment (i.e. photocopiers, printers)
- Knowledge of social media posting tools
- Excellent verbal and written communication skills
- Be a Canadian citizen or permanent resident

Interested applicants are encouraged to submit a cover letter and detailed resume along with an IPCO Consent to Disclose form to [hiring@ontarioindigenouspolicechiefs.ca](mailto: hiring@ontarioindigenouspolicechiefs.ca) using "JP007-20242" in your email subject line to reference the posting you are applying for. Please visit our website at [ontarioindigenouspolicechiefs.ca](http://ontarioindigenouspolicechiefs.ca) to obtain a Consent to Disclose Form.

### Entry Level \$31.00/hr. | Contract part time (20 hrs/ week) position working remotely

Closing date: July 26, 2024.

Indigenous Police Chiefs of Ontario appreciates the interest of all applicants; however, only those who receive an interview will be contacted.

**As an Indigenous employer we encourage First Nations, Inuit and Metis applicants to apply.**