



National Indigenous  
Fire Safety Council Project  
Projet du conseil national  
autochtone de la sécurité-incendie

# Digital Content Creator

Please apply by email to [HR@indigenousfiresafety.ca](mailto:HR@indigenousfiresafety.ca)

The Aboriginal Firefighters Association of Canada (AFAC) was founded in 1991 and is a united body of regional Indigenous emergency and fire service organizations across Canada whose mandate is to represent the interests of local associations at the national level. The National Indigenous Fire Safety Council (NIFSC) Project has been formed under the guidance of AFAC to specifically drive the implementation of standardized fire services, and promote national standards in fire prevention, education, and suppression within Indigenous communities across Canada. Over the next year, the NIFSC Project will be developing more than seventy programs ranging from public fire safety education to custom support services for indigenous fire departments across Canada.

Currently, NIFSC is looking to fill the contract role of **Digital Content Creator** who will support our Communications team as a full-time contractor, working remotely. You will work closely with our Web Developer to develop and manage organic content for our target audiences. The mission is to create a digital web, social media, and CRM ecosphere that is engaged in content for multiple mediums across social media platforms, website content, video courses, in person courses and e-contact. You will also create content in a variety of formats, including for video courses, photography and written copy.

You'll excel in this role if you're a creative Indigenous person who is interested in working for an Indigenous-led organization dedicated to saving lives and creating positive change. Strong organizational skills, attention to detail and cultural sensitivities, independent working skills and a positive attitude will be crucial to your success. You will also produce regular reports and analytics that will support your story of successful engagement.

The National Indigenous Fire Safety Council (NIFSC) is a nonprofit organization designed to support Indigenous communities in the development of their internal capacity to improve community safety and resiliency. Our tagline 'for us, by us' reflects our organizations core values and collaboration with regional and national indigenous communities, leaders and organizations, and strives to be Indigenous-based and led. Applicants who identify as Indigenous are not a requirement, but an asset.

## Main responsibilities include:

- > Content calendar creation for social media and campaign implementation using a variety of tools including Adobe Creative Cloud, Photoshop and Canva.
- > Managing and monitoring content on all social media platforms, including Facebook, Instagram, TikTok, Twitter, LinkedIn, YouTube and any future social media accounts.
- > Creating a variety of content in different mediums, including video, photos and written content.
- > Creating and managing unique promotional campaigns for digital audiences to engage in, including course design support (in person and video courses), managing and engaging posts, and social media contests/promotions that are aligned to overall campaign and brand strategies and calendar.
- > Creation and management of a social media content calendar, built with strategy and direction in collaboration with Director
- > Creation and management of engaging social media content specific to upcoming fire safety campaigns, contests and webinars. This may include a refresh of current campaign strategies to attract a new and wider audience.

## Core required competencies:

- > Bilingual in French and English
- > Strong understanding of various social media platforms, including but not limited to Facebook, Instagram, TikTok, Twitter, LinkedIn, YouTube.
- > Strong photography/video capture and editing skills.
- > Must have strong knowledge of the Adobe Creative Cloud graphic design, video editing and photography applications.
- > Excellent research, organizational and time management skills, with a strong sense of cultural sensitivity.
- > Strong listening and communication skills and very comfortable client facing (internal clients).
- > Design and layout skills.
- > Writing skills, culturally curious and sensitive





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## Minimum Education, Certification & Experience:

- > Bachelor's Degree and a minimum of 2 years' experience as a Content Creator or an equivalent combination of education and work-related experience.
- > Competency in Microsoft applications

## Additional Assets:

- > Of Aboriginal Heritage
- > Experience and knowledge of fire and life safety

## Closing Date:

The candidate will be selected from qualified applicants. Posting will close August 25, 2021 but may be extended if not filled. The desired start date is as soon as possible.

## How to Apply:

Please respond with any questions. Applications must include a resume and can be submitted by email to [HR@indigenousfiresafety.ca](mailto:HR@indigenousfiresafety.ca)

Interested candidates may be located anywhere in Canada. This is anticipated to be a part time contract role for a one-year term.

*AFAC is an equal opportunity organization and encourages Expression of Interests responses from any community.*

