



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

Corporate Headquarters:

Toll Free Phone: (866) 225-9067

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Job Board Posting



Careers.Indigenous.Link

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COMMUNICATIONS COORDINATOR MEDIA RELATIONS

Job ID	49132-4200	
Web Address	https://careers.indigenous.link/viewjob?jobname=49132-4200	
Company	McMaster University	
Location	Hamilton, ON	
Date Posted	From: 2022-09-20	To: 2050-01-01
Job	Type: Full-time	Category: Education

Description

Are you interested in helping to create a Brighter World McMaster University fuels curiosity, inquiry, and discovery. Every day, we push the boundaries of knowledge through our world-class, interdisciplinary research and our ground-breaking approaches to teaching and learning. Our students, researchers and staff are among the best and brightest. Communications, Marketing & Public Affairs (CMPA) is a dynamic area of the university that coordinates its activities and works as a team to build relationships, reputation and resources. It is responsible for McMaster's communications and strategic content strategy (including media relations, issues management, internal communications, neighbourhood relations), marketing and branding, and public affairs with all three levels of government. As one of Canada's Best Diversity Employers, McMaster is committed to advancing inclusive excellence and employment equity in the workplace. We encourage qualified candidates to apply from equity seeking groups such as women, racialized/visible minorities, Indigenous peoples, persons with a disability, persons who identify in the LGBTQ2S+ community and others who reflect the diversity of Canadian society. We are actively seeking a Media Relations Coordinator to join our Communications team. The successful candidate will help to champion the unit's mission to build and preserve the university's reputation through a variety of internal and external communications work. This position would be responsible for helping to write articles on new research findings, support for pitching newsworthy ideas directly to journalists and facilitate coverage by news outlets. The Media Relations Coordinator will also assist in responding promptly to media queries, helping to further establish strong relationships. Other duties include daily media monitoring, capturing analytics and generating monthly reports. Reporting to the Associate Director, Reputation, the Media Relations Coordinator will support a variety of content creation duties for written and digital publications, communications for the department and university. The Media Relations Coordinator also supports the implementation of creative strategies and content to grow audience engagement, particularly in emerging platforms while also updating and maintaining material for other departmental and University publications and contributing to other projects within the department as required. The position contributes to a wide scope of communications produced by Communications, Marketing & Public Affairs, including development communications and proposals to students, community, and partners, as well as other audiences targeted by marketing efforts. This involves interacting with various stakeholders to ensure content produced reflects

McMaster University's positioning and branding to diverse audiences. Accountabilities: Writes articles on research findings to pitch to media Works daily on media relations activities, both proactive and reactive Prepares experts for media interviews, including helping to hone clear messaging Manages social media account for media team. Uses all communication outlets to maximize media coverage, and contribute to ideas to better leverage these channels for media relations purposes

Cultivate and manage relationships with key journalists Contribute to media outreach strategies and communications plans for key projects and initiatives Manage media attendees during interviews and events Prepare content for Communications, Marketing and Public Affairs website Track and analyze quality and quantity of media coverage

Qualifications – Bachelor's Degree or Community College Diploma in Journalism, Communications or related field. Requires a minimum of 2 years of prior experience in a public relations, communications, journalism and/or marketing environment Advanced level of proficiency in digital communications Experienced in WordPress Content Management System an asset Experienced in using Meltwater or other media reporting tools an asset Superior interpersonal and communication skills (e.g. written and public speaking) Time management and multi-tasking abilities Superior attention to detail

For more information, visit McMaster University for COMMUNICATIONS COORDINATOR MEDIA RELATIONS