



WEECHI-IT-TE-WIN
Family Services Inc.

Community Relations Liaison

GENERAL DESCRIPTION

The Community Relations Liaison is a full-time permanent communications and community relations position.

The Community Relations Liaison will work within a culturally competent system of care and, as such, will acknowledge and incorporate, at all levels, the importance of culture, the expansion of cultural knowledge, and the overall vision of Weechi-it-te-win Family Services (WFS).

The Community Relations Liaison is responsible for strengthening relationships and communications between WFS, its eight First Nation partner communities and their leadership, Elders, employees, partner Tribal agencies, and the public.

The Community Relations Liaison is responsible for the Agency's social media, website content, advertising, photography, video production and editing, promotional materials, media relations, press releases, and public communications. The position will promote WFS programs, services, community events, cultural activities, employment opportunities, partnerships, and Agency accomplishments.

The Community Relations Liaison will attend and represent WFS at First Nation meetings, ceremonies, gatherings, community events, conferences, and meetings or events with Tribal agencies and other Indigenous organizations as directed.

RESPONSIBILITY

1. Develop and maintain respectful working relationships with WFS' First Nation partner communities, leadership, Elders, Knowledge Keepers, employees, community members, Tribal agencies, and community partners.
2. Attend ceremonies, community gatherings, meetings, conferences, special events, and other activities as directed and represent WFS in a professional and culturally respectful manner.
3. Manage the Agency's official social media accounts and create, schedule, and publish engaging content promoting WFS programs, services, events, cultural activities, employment opportunities, and accomplishments.
4. Maintain and regularly update the WFS website, including news, events, employment opportunities, program information, photographs, videos, and other Agency information.
5. Develop and coordinate newspaper, radio, digital, and social media advertising and maintain positive relationships with local and regional media.
6. Prepare press releases, public notices, media statements, articles, announcements, and other public communications.

7. Create professional social media graphics, advertisements, posters, invitations, brochures, presentations, and other promotional materials.
8. Photograph WFS programs, community activities, ceremonies, and events where culturally appropriate and in accordance with applicable permissions and protocols. Record, produce, and edit video content and photographs for social media, the WFS website, advertising, presentations, and agency promotion.
9. Maintain consistent WFS branding and professional standards throughout Agency communications and promotional materials.
10. Assist with the planning, promotion, facilitation, and communications for WFS and community events.
11. Work with Directors, Managers, programs, and employees to identify activities, accomplishments, programs, and information requiring internal or public communication.
12. Ensure communications and promotional activities respect Anishinaabe culture, traditions, protocols, values, and community priorities.

QUALIFICATIONS

1. An understanding and appreciation of Anishinaabe cultural beliefs, values, and teachings and a commitment to continue a learning process.
2. Post-secondary education in Communications, Public Relations, Marketing, Journalism, Indigenous Studies, Community Development, Media, Digital Communications, or a related field. A combination of relevant education, training, and demonstrated practical experience may be considered.
3. Previous experience in communications, public relations, community relations, media, marketing, or a related field.
4. Proven ability to establish and maintain positive relationships with First Nations, leadership, Elders, employees, community members, Tribal agencies, and partner organizations.
5. Excellent written, verbal, interpersonal, and relationship-building skills.
6. Proficiency in Canva, with the ability to develop professional advertising, graphics, and promotional materials.
7. Experience managing organizational social media accounts and website content.
8. Strong skills in photography, videography, image editing, and video editing.
9. Ability to prepare professional press releases, advertisements, public notices, media communications, and promotional materials.
10. Strong organizational skills with the ability to effectively manage multiple projects and deadlines.
11. Ability to exercise sound judgment when dealing with sensitive, confidential, cultural, or public matters.
12. Knowledge of First Nation family and community structures and the values, beliefs, customs, and traditional cultural practices of WFS' eight First Nation partner communities.
13. Ability to speak the Anishinaabe language would be considered an asset.
14. A valid driver's licence and ability to travel as required.

Salary Range: \$75 658.48 to \$98 717.15

Applications must include all the following to be considered:

- ✓ Cover Letter – **Signed and Dated**
- ✓ Resume
- ✓ Three References (one must be employment related) along with written permission to contact references.
- Only those selected for an interview will be contacted.
- Immediate Benefits and Pension
- Complete job descriptions available upon request

THREE STEP HIRING PROCESS

Step 1 (Internal) – An employee interested in requesting to be considered for a lateral transfer or promotion must submit a request in writing, fax, and/or electronically to their immediate supervisor and copied to the Human Resource Officer prior to the deadline. Requests received beyond the deadline will not be considered.

Step 2 (Members of 8 First Nation Partners) – Please indicate on cover letter which community you are a member of.

Step 3 – Open to the public

Application must include:

- ✓ Cover Letter – sign and dated
- ✓ Resume
- ✓ Three references (one must be employment related) along with written permission to contact references.
- ✓ Indicate if you are a member of one of our eight affiliated First Nation partner communities.
- Applications submitted without all above required documentation will not be considered
- Only those selected for an interview will be contacted
- Complete job descriptions available upon request

Submit Applications to:

Jackie DeBenedet

P.O. Box 812, Fort Frances, ON P9A 3N1

Phone number: (807) 274-3201 ext. 4065 Fax number: (807) 274-8435

careers@weechi.ca

DEADLINE TO SUBMIT APPLICATION

Step 1(Internal) and **Step 2**(First Nation Partner Communities): August 24, 2026 -4:30 p.m.

Step 3 (General Public): Open until filled. We will begin to take applications from the public on Aug 25, 2026, and if positions are not already filled in Step 1 or 2, we will begin reviewing Step 3 applications and scheduling interviews after Aug 27, 2026.