

Our Change Theory

We believe that Northern Indigenous entrepreneurs can become catalysts of prosperity and drivers of social change within their own communities, and that the development of sustainable enterprises can create local economic opportunities to help break through poverty, address social challenges, and strengthen Northern ways of life.

Our Four Directions of Change Theory is focused on creating impact by leading policy development and systems change that strengthens opportunities for Northern innovation and self-determination; empowering a movement of entrepreneurship that drives social change and contributes to healthy culture and communities; building entrepreneurial capacity and sustainable business practices that care for the land, water, and animals for generations to come; and spearheading investments into Indigenous businesses that deepen economic reconciliation and justice across Northern communities.

The Position

The Marketing & Communications Manager takes a lead in developing and executing marketing strategies, managing communications, driving engagement with our mission, and increasing awareness of the EntrepreNorth brand and its offerings.

They are responsible for developing and implementing strategic marketing initiatives and communication plans to promote our program offerings and communicate our impact to stakeholders and the communities we serve. Through their work, the Marketing & Communications Manager plays a pivotal role in amplifying stories of entrepreneurship, innovation and Indigenous excellence.

Primary Responsibilities

- **Strategy Development:** Devise comprehensive marketing and communication strategies aligned with EntrepreNorth's mission, leveraging both traditional and digital channels.
- **Brand Management:** Position EntrepreNorth as a culturally-resonate place of innovation and learning that serves Indigenous communities; and ensure brand consistency across all platforms and materials.
- **Content Creation:** Create compelling multimedia content, including website copy, blog posts, newsletters, impact videos, and social media updates, to engage our target audience and drive brand awareness.
- **Impact Storytelling:** Produce impact stories that elevate Indigenous voices and shift harmful narratives.

- **Website Development:** Lead the creation of a new EntrepreNorth website and an accompanying online marketplace that showcases products by Northern Indigenous entrepreneurs
- **Campaign Management:** Plan and execute marketing campaigns to support events, programs, and initiatives, monitoring their performance and optimizing for maximum impact.
- **Media Relations:** Foster relationships with media outlets and manage press releases and media coverage to amplify EntrepreNorth's visibility and impact.
- **Partnerships and Collaboration:** Collaborate with internal teams, external partners, and stakeholders to develop joint marketing initiatives and leverage shared networks for mutual benefit.
- **Event Planning:** Oversee the execution of EntrepreNorth-hosted events that promote our program offerings and celebrate Indigenous entrepreneurship and innovation.
- **Analytics and Reporting:** Monitor and analyze marketing metrics, providing regular reports and insights to optimize strategies and initiatives continually.
- **Impact Reporting:** Oversee the development of annual impact report publications.

Strengths and experience

- An experienced marketing and communications leader, with a degree or diploma in marketing, communications, or a related field; OR significant experience promoting projects and programs in the North.
- A deep understanding and experience of working in Indigenous communities, and/or culturally sensitive environments.
- A proven track record of developing and implementing successful marketing strategies and campaigns.
- Proficiency in digital marketing tools, analytics, and content management systems.
- A strong aesthetic sense for graphic design and proficiency with programs such as Adobe Illustrator, In Design, Canva, etc.
- A highly self-motivated leader who is able to take initiative and problem-solve to see their projects through to completion.
- An excellent communicator who builds and maintains strong relationships with colleagues, partners, communities, media, and program participants.

- Strong project management skills with the ability to multitask and meet deadlines in a fast-paced environment.

Benefits

- Competitive salary and health benefits package
- Work/life flexibility
- Professional development opportunities
- Northern travel
- A dynamic and inclusive team culture fostering innovation and creativity

Application Method

To apply for this position, please submit your Cover Letter and Resume on the careers page of our [website](#).

EntrepreNorth is a project of [MakeWay](#)