

Employment Opportunity

Social Media & Content Assistant

Position	Social Media & Content Assistant
Location	Port Alberni Government Office (possibility of hybrid: in-person with the ability to work remotely)
Scope	Permanent, Full-Time
Reports to	Communications Manager
Salary/Starting Wage	\$36,000 - \$58,000 (Benefits included) based on certification, qualifications, and experience.
Benefits	In accordance with the final employment agreement, employment status, and applicable HFN policy or plan terms
Schedule/Hours	Full-time hours, some possible weekends and overtime

FUNCTION AND JOB SUMMARY

We are seeking a tech-savvy Social Media & Content Assistant who is passionate about content creation, audience engagement, and online community development.

The Social Media & Content Assistant will aid in creating and sharing engaging content on various social platforms, helping to increase brand awareness and drive the growth of our online presence.

The ideal candidate has a strong understanding of social media platforms, best practices, and content optimization techniques that drive engagement. A keen eye for trends and knowledge of social media analytics is essential to this role.

KEY ACCOUNTABILITIES

- Assist in the development and implementation of social media strategy to align with the Nation's Strategic Plan.
- Create, schedule, and publish engaging content across social media platforms and Huu-ay-aht First Nations App including text, image, and video content
- Collaborate with internal department and external partners to ensure brand consistency and timely promotional coverage
- Monitor social media channels for innovative First Nations trends
- Engage with online audiences and respond to Huu-ay-aht social media messages, inquiries, and comments in a professional and timely manner
- Track, analyze, and report on social media performance using key metrics and analytics tools.
- Monitor social media channels and ensure users comply with Huu-ay-aht values and social media policies.
- Assist in the planning, coordination, and execution of social media campaigns and digital marketing initiatives
- Develop and publish promotional materials



- Ensure brand consistency in marketing and social media messages by working with various department members
 - Stay up-to-date with digital technology trends, tools, and best practices
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KNOWLEDGE, SKILLS, AND ABILITIES

- Proven work experience as a Social Media & Content Assistant or similar role
 - Knowledge of major social media platforms including Facebook, Twitter, Instagram, LinkedIn, and others
 - Excellent multitasking skills and strong attention to detail
 - Good understanding of social media KPIs
 - Familiarity with web design and publishing
 - Proficient in Microsoft Office (Word, Excel, PowerPoint), Adobe Creative Cloud (Photoshop, InDesign, Illustrator, Premiere, Acrobat), and Canva.
 - Excellent verbal and written communication skills
 - Ability to work independently or within a team
 - Ability to work in a performance-focused, fast-paced environment in alignment with HFN values, culture, and organizational goals
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EDUCATION AND EXPERIENCE

- Bachelor's degree or Certification in communications, marketing, public relations, a related field, or a combination of certification and experience using various social media platforms and creating engaging content
 - Candidates with more than 2 years of experience will be expected to have developed a deeper understanding of social media strategies, analytics, and advertising.
 - Entry-level candidates will require 1-2 years of experience, which can be obtained through internships, part-time roles, or volunteering in a social media or marketing capacity.
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HOW TO APPLY

Submit to:

Human Resources
Huu-ay-aht First Nations Government
Email: hr@huuayaht.org
Mailing Address: 4644 Adelaide Street, Port Alberni, B.C. V9Y 6N4

Please include Social Media & Content Assistant Position in the subject line.

Application deadline: Open until filled.

We thank all applicants for their interest. Only those selected for an interview will be contacted.

Preference may be given to qualified Huu-ay-aht citizens, qualified Indigenous applicants, and applicants with experience working in First Nations, modern treaty, or self-governing Indigenous government environments.

HUU-AY-AHT VISION, MISSION, AND VALUES

Vision - *The Huu-ay-aht envision a strong, self-governing, and self-reliant Nation. ʔiisaak will guide us as we work together to foster a safe, healthy, and sustainable community; where our culture, language, spirituality, and economy flourish for all.*

Mission - *As a leader among First Nations, the Huu-ay-aht First Nations will create certainty for its community, generate wealth for financial independence, provide economic opportunities, and deliver social, cultural, and recreational programs for all Huu-ay-aht.*

Huu-ay-aht First Nations Values

PROFESSIONALISM

- Ethics - be prepared, on time and ready to work
- Ethics - be responsible for the success of your work and others
- Lead by example
- Respect - for confidentiality, yourself, and co-workers
- Work / Life Balance
- Work Smarter - Share your expertise and your successes
- Take pride in your work

HEALTH

- A healthy body, mind and soul through proper diet, sleep, and exercise
- Avoid burning out with a proper work / life balance
- Be positive - always remember to smile and laugh
- Care about each other, ask questions and follow up
- Be appreciative of one another and the work we do

TRUST

- Walk the talk - be honest, no gossiping
- Believe the good in everyone not the bad
- Voice your concerns, do not harbor them - clear the air
- Spend more time focusing on what you are supposed to be doing, and less time on what others are or are not doing
- Be happy and enjoy your work life

RESPECT

- Golden Rule - Treat others how you want to be treated
- Listen actively and attentively to what people are saying and clarify
- Accept people for who they are and do not judge
- Basic Etiquette - remember the common courtesies, kindness, and compassion
- ʔiisaak
- Observe protocol and ceremony

EFFECTIVE COMMUNICATION

- Think twice, speak once
- Make sure your body language is sending the correct message
- Provide responses in a timely manner; acknowledge request and provide timeline
- Listen attentively and clarify

SUPPORT

- Be available to help and ask for help when needed
- Advocate and help one another
- Provide constructive criticism, not just criticism
- Do not gossip; stop gossip when it occurs
- Clarify and seek feedback from each other