

**Manager, Strategic Communications**  
**Na-cho Nyäk Dun Development Corporation (NNDDC)**

**Posting Date:** June 27, 2025

**Closing Date:** July 18, 2025, or until filled

**Location:** Whitehorse, YT, with infrequent travel to Mayo, YT. Non-Yukon candidates based in Canada may be considered for remote work.

**Job Type:** Permanent full-time (30 hours per week). Must be able to respond to rare after-hours or emergency issues.

**Reports To:** Chief Operating Officer (COO)

**Direct Reports:**

- (1) Junior communications staff
- (2) Communications contractors

**Compensation Target:** \$92,000 - \$104,000, plus comprehensive benefits

**Where more than one candidate has equal qualifications, preference will be given to candidates that are FNNND Citizens.**

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## **Organizational Overview**

Na-cho Nyäk Dun Development Corporation (NNDDC) is an Indigenous Development Corporation dedicated to building sustainable prosperity for the First Nation of Na-cho Nyäk Dun (FNNND), and is wholly owned by the NND Business Trust. Through strategic business development, capital investment, and community-centered initiatives, we operate across multiple jurisdictions, managing a diverse portfolio of subsidiaries and internal projects. Guided by our Nation's Final Agreements and other foundational documents, we strive to balance economic growth with environmental stewardship, cultural preservation, and reconciliation.

Our organization is proudly guided by the traditional laws of our FNNND, known as **Dooli** — the principles of **Sharing, Caring, Teaching, and Respect**. In addition to operating under Canadian laws and business regulations, all employees, contractors, and representatives must uphold the laws and governance of FNNND and work in a manner that is reflective of Dooli.

About the First Nation of Na-Cho Nyäk Dun and Mayo, YT:  **Mayo, Yukon is perfect for you**

## **Position Summary**

The Manager, Strategic Communications' role is integral to the success of NNDDC and will work closely with all NNDDC team members, and key staff within NNDDC subsidiaries. As a smaller organization, NNDDC seeks to employ individuals who are self-starters and are flexible enough to operate across multiple different industry lines, with the ability to strategically work on files that may be outside of their routine tasks. We encourage continued two-way learning and growth of all our employees to best achieve this. The Manager, Strategic Communications will report to the COO and will be in charge of overseeing all internal and external communications for the company, and where appropriate, NNDDC subsidiaries. They will also ensure messaging is consistent and engaging while communicating our core values. This position requires someone who is highly organized, adaptable, and able to prioritize tasks while working independently. The ability to motivate others and keep them on task in a positive and encouraging manner is also a must-have skill in this position. The duties and responsibilities of this role extend beyond NNDDC to include all subsidiaries and partnerships.

The Manager, Strategic Communications will play a vital role in strengthening respectful and impactful communications practices, upholding a culture rooted in anti-racism and reconciliation, and ensuring our work meets the standards expected by our Board and Shareholders.

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## **Key Responsibilities**

### **Internal and External Communications**

- Lead the development and implementation of a comprehensive and long-term strategic communications/info management strategy. This will be both internal and external, consistent with the organization's Strategic Plan, and done in collaboration with the executive leadership team, and where appropriate, the Board of Directors or their committees.
- Lead the development of NNDDC's rebranding, website development, and compilation of photography and video assets
- Write content for all internal and external facing communications, including but not limited to newsletters, website content, press releases, and articles. Where appropriate and feasible, this may require joint content with FNNND
- Preparation of speaking materials for NNDDC staff that are engaging in public speaking

- Management of all organic content via the NNDDC network of social media accounts to ensure consistency across platforms
- Develop and execute digital strategies around specific events and projects, including researching, writing, and creating visual content for social media in order to support and promote the organization's missions and initiatives
- Monitor and measure success on all social networks and website using a variety of analytics. Provide quarterly reports to their direct supervisor on outcomes and recommended strategies and outcomes
- Development of standardized templates and forms that match brand identity to create consistency and efficiency across departments and entities
- Manage relationships with media outlets
- Actively monitor the media on topics of interest to the organization. This includes monitoring the mention of NNDDC or NNDDC's subsidiaries in the media
- Work collaboratively with the COO and/or other staff members or contractors working on the development of and continued assessment/improvement of a team management and workflow software solution
- Work collaboratively with the COO and/or other staff members or contractors working on the development of and continues assessment/improvement of a data governance and management system.
- Management of contractors and NNDDC employees required to perform all responsibilities
- Participate in external facing work and meetings when and where it is relevant.
- Collaborate with different teams and colleagues across the NNDDC group of companies
- Manage the annual communications budget
- All other duties, as required

### **Strategic Governance Communications**

- Complete the design portion of presentations or reports for the executive team and the Board of Directors, to be presented to NND stakeholders, primarily the General Assembly, the NND Business Trust, Chief & Council, and NND Managers
- Maintain direct and respectful communications with FNNND Citizens and community members on NNDDC's social media platforms
- Through the advisement of the FNNND Citizens, FNNND Heritage, and the NNDDC Community Team, develop culturally-appropriate communications materials
- Preparation of annual NNDDC report for distribution in print and digital formats
- Lead the planning and facilitation of the NNDDC Annual Citizens' Meetings in Mayo and Whitehorse. This includes compiling relevant NNDDC and NNDDC subsidiary data throughout the year for publication in the Annual Report.

- In collaboration with the broader NNDDC Team, creation of a mentorship program to mentor community members interested in marketing, public relations, communications or related field, with a particular focus on FNNND youth
  - Manage communications with external partners, including the territorial and federal governments, to support NNDDC's strategic initiatives, advocacy efforts, and funding opportunities.
  - All other duties, as required.
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## **Primary Qualifications and Skills**

- Post-secondary education in the areas of Communications, Journalism, Public Relations or Marketing or related professional experience. Professional experience is considered a minimum 5-7 years of broad-based communications experience including the development and monitoring of content for all media, creating marketing content and managing brand reputation
- Previous experience working in, or with, Indigenous organizations or communities. An understanding of and experience working in Indigenous economic development, Indigenous Nation building, knowledge and familiarity with the Umbrella Final Agreement and Together Today for Our Children Tomorrow, and the Truth and Reconciliation Commission's Recommendations is considered an asset
- In-depth knowledge and experience with the media landscape and social networks in Canada. Expertise in forging and maintaining strong relationships with both internal and external networks, and an established network of trusted design/development contractors is considered an asset.
- Media and public relations training
- Several years experience working with Microsoft Office 365 (Word, Excel, PowerPoint), and image processing and layout software (Canva, Adobe Photoshop, etc)
- Demonstrated experience working with social networks including paid advertising on relevant sites (Facebook, Instagram, Twitter, LinkedIn and other social media platforms)
- Experience with web content management software, newsletter software (e.g., Mail Chimp), and with media monitoring & social listening tools
- Demonstrated high proficiency in copywriting for print and electronic media, including excellent style and tone variations for different media formats and for a variety of audiences
- Strong project management skills

- Proficient writing, editing and proofreading skills, including excellent command of English (and French is an asset) grammar and punctuation, and a commitment to accurate and concise presentation of material
  - Lived experience as an Indigenous person and as a northerner is considered a strong asset.
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## **Personal Attributes**

- Deep respect for Indigenous laws, cultures, and traditional governance systems, with a personal commitment to live and lead in accordance with the principles of Dooli (Sharing, Caring, Teaching, and Respect).
- Professional, polished, and poised - able to build trust and credibility with a wide range of stakeholders.
- Collaborative, adaptable, and community-minded. A team focused individual with exceptional interpersonal skills with the ability to collaborate with a variety of people who are also managing multiple projects and competing priorities.
- Highly organized with the ability to track and follow up on communications action items
- Ability to work well in a fast-paced and dynamic environment, including managing to tight deadlines, managing multiple projects, and adapting to shifting priorities. Ability to work independently, taking initiative where required
- Strategic thinker who can balance vision with operational execution. Can readily employ an ecosystems lens and circular thinking to the work that they undertake and manage
- Committed to lifelong learning, community service, and operational excellence.

**Only those legally allowed to work in Canada will be eligible for the job.**

**Please send your resume and cover letter to [ea@nnddc.ca](mailto:ea@nnddc.ca)**