



Position: Communications Coordinator, Full-time, Permanent

Closing Date: May 31st 3pm

Location: Charlottetown, PEI

Salary: \$60,000 - \$70,000 annually

Includes: Vacation, Health Benefits and Pension

Organizational Description

L'nuey supports the Epekwitk Assembly of Councils (the full Abegweit and Lennox Island Councils) in the negotiation, consultation, and governance development work of the leadership. L'nuey works with the leadership and engages the Mi'kmaq of PEI on the implementation and protection of the collective Aboriginal and Treaty Rights of the Epekwitnewaq Mi'kmaq.

Position Summary

The Communications Coordinator supports the development and implementation of L'nuey's communications strategy across digital, public-facing, and internal channels. Working under the direction of the Director of Governance and Communications, this role is responsible for day-to-day communications functions including content creation, social media management, website maintenance, media relations, and coordination with contracted marketing and design partners. The Communications Coordinator serves as the primary media contact in the absence of the Director, and plays a key role in ensuring that L'nuey's messaging is consistent, culturally appropriate, and reflective of Mi'kmaw rights and governance priorities.

Duties and Responsibilities

Strategic Communications

- Support the development and implementation of strategic communications plans to advance L'nuey's priorities and public profile
- Develop and maintain key message frameworks for use across various communication situations
- Ensure consistent, culturally appropriate branding and messaging across all public-facing materials and platforms

Media Relations

- Draft news releases, media advisories, and statements on behalf of L'nuey
- Serve as the primary media contact in the absence of the Director of Governance and Communications
- Monitor media coverage of L'nuey, Mi'kmaw rights, and related issues, and flag relevant stories to leadership
- Coordinate media logistics for announcements, events, and press opportunities

Marketing & Public Outreach

- Plan and execute digital, print, and broadcast marketing campaigns to promote L'nuey's initiatives
- Develop materials to enhance public understanding of Mi'kmaw rights and Parks Canada co-management agreements
- Liaise with the contracted marketing agency to ensure consistent communication and strategic direction for campaigns and assets
- Liaise with the contracted graphic designer to ensure consistent development of assets for social media, the website, and public-facing materials

Digital & Content Management

- Oversee L'nuey's social media channels, ensuring consistent, timely, and engaging messaging across all platforms
- Coordinate with the marketing agency and graphic designer to develop multimedia materials, including videos, infographics, and storytelling pieces that promote awareness of Mi'kmaw rights, governance, and co-management
- Maintain and update the L'nuey website with news, reports, and educational content aligned with organizational goals
- Monitor engagement and campaign performance analytics to refine digital strategies

Internal Communications

- Develop internal information-sharing processes, announcements, and resources to keep staff informed and engaged
- Ensure staff are equipped with up-to-date messaging and communication guidelines

Information & Document Management

- Maintain a repository of media coverage, news releases, and communications materials including campaign videos, social media assets, and print materials
- Manage storage of documents, both digital and printed
- Manage and maintain communications assets such as cameras and signage
- Ensure sensitive communications and documents are managed securely and appropriately

Qualifications

We recognize that skills and knowledge are developed in many ways — through formal education, work, volunteer roles, and community involvement. We encourage applications from individuals with a broad range of backgrounds. The ideal candidate will demonstrate many of the following:

- Post-secondary degree or diploma in communications, public relations, journalism, or a related field
- Demonstrated experience in social media management and digital marketing, including content creation and analytics
- Experience drafting news releases, media advisories, or other media communications
- Proficiency in graphic design and multimedia tools (such as Canva, Adobe Creative Suite, or equivalent)
- Strong written and verbal communication skills with the ability to adapt tone and messaging for diverse audiences

- Ability to manage multiple projects and deadlines in a fast-paced environment
- High level of discretion and sound judgment in handling sensitive and confidential information

If your experience looks different from what's listed but you believe you'd be a good fit, we encourage you to apply.

Additional Qualifications (Helpful but not required)

- Familiarity with Mi'kmaw history, treaty rights, or co-management frameworks is an asset; L'nuey is committed to supporting the successful candidate in building this knowledge
- Experience with website content management systems (CMS) is an asset
- Experience in event coordination or public representation is an asset

Conditions of Employment

- Valid driver's license, insurance and access to a reliable vehicle (in-province travel required).
- Provide a Criminal Record Check.
- Potential for occasional work on evenings or weekends.

Application

L'nuey hires based on merit and is committed to employment equity. We encourage all qualified persons to apply; however, qualified Aboriginal applicants will be given priority in accordance with the Aboriginal Employment Preference policy of the Canadian Human Rights Commission.

We thank all applicants for their interest, however only those selected for interviews will be contacted. Please forward your resumé and cover letter to apply@lnuey.ca by 3PM on May 31st 2026. Positions are subject to final budgetary approval.