NUNATSIAVUT
kavamanga Government

SOCIAL MEDIA SPECIALIST

DEPARTMENT: SECRETARIAT

TERM: PERMANENT FULL-TIME

COMMUNITY: NUNATSIAVUT (NAIN, HOPEDALE, RIGOLET, POSTVILLE, MAKKOVIK) OR HAPPY VALLEY GOOSE BAY

CLOSING: JUNE 9, 2025

Responsibilities:

- Develop and implement social media strategies to increase brand awareness and controlled engagement with Beneficiaries of the Labrador Inuit Land Claims Agreement and other target audiences.
- Create and curate engaging content for social media platforms, including writing and designing posts, videos, etc.
- Monitor and analyze social media metrics to track the success of campaigns and make data-driven decisions for future strategies.
- Manage social media accounts, including scheduling posts, responding to comments and messages, and maintaining a consistent brand voice.
- Collaborate with the Director of Communications to ensure a cohesive social media strategy across all Nunatsiavut Government departments.
- Stay up-to-date on industry trends and best practices in social media marketing to continuously improve strategies and tactics.
- Stay informed about social media platform algorithms and updates to optimize content reach and engagement.
- Report on social media performance to the Director of Communications and make recommendations for future campaigns and strategies.

Qualifications:

- Diploma in marketing, communications, or related field with 3-5 years of relevant experience. A combination of relevant education and/or experience will be considered.
- Proven experience as a Social Media Specialist or similar role.
- Strong understanding of social media platforms and best practices.
- Excellent written and verbal communication skills.
- Strong analytical and creative thinking skills.
- Ability to work independently and as part of a team.
- Experience with social media management tools.
- Ability to analyze data and insights to optimize social media strategies.
- Excellent communications, analytical, interpersonal and organizational skills.
- Ability to prioritize and remain flexible.
- Knowledge of the Nunatsiavut Government, Labrador
- Inuit culture and Inuit communities.

Contact:

careers@nunatsiavut.com

Applications should be forwarded before 4:30pm on closing day.

The Nunatsiavut Government is an equal opportunity employer however preference will be given to beneficiaries of the Labrador Inuit Land Claims Agreement. Applicants are asked to clearly state their Nunatsiavut beneficiary number on their cover letter or resume when applying.

Assets:

- Bilingual in Inuktitut and English.
- Certificate in CPR and First Aid.

Benefits:

- Competitive Paid Leave Package.
- Travel Benefit.
- Labrador Allowance.
- Group insurance including health and dental.
- Group pension.

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NUNATSIAVUT
kavamanga Government

KAGITAUJATTIGUT KAUJISAUTILIGIJUTSAK

SULIAKAPVIK: SULIAKAPVINGA NUNATSIAVUMMI AULATSIJET

KANGA: SULIAKAINNALUNI ILONNAINIK SITONTIKALLUNI

NANI: NUNATSIAVUMMI (NAIN, HOPEDALE, MAKKOVIK, POSTVILLE, RIGOLET) / HAPPY VALLEY-GOOSE BAY

KILLILIPVINGA: JONI 9, 2025

kamagijatsat:

- SakKititsigialik atuliaKititsilunilu Kagitaujattigut atugatsanik Kaujisiutigitsialugit aulatsisialunilu kamagijangit Ikajuttaugutilet Labrador Inuit Nunamik Satusainnimi AngiKatigegutinganit asinginnilu Kaujijutsanik
- ÂkKisigialik atuinnagutjilunilu Kagitaujattigut takujatsanik, allasimajunik, sananguasimajunillu, taggajânguanillu, taimaittugalannik.
- kamagialik KaujisaKattalunilu Kagitaujattigut takujatsanik atutsiamangâta kajusiutjiKattalunilu kingungagut atugatsanik.
- kamajiugialik Kagitaujattigut atujauKattatunik, Kangalu sakKititsinimmik, kiugutinnik allataumajunillu kinatuinnamut, atjigettisiallugit.
- SuliaKaKatiKagialik Aulatsijinganik Kaujisautiligijet ikajutsianinginnik ilonnâgut Nunatsiavut kavamangani suliaKapvini.
- kamaginnajutsak atujaukatattunik piunitsanillu atugatsaugunnatunik Kagitaujattigut piusiumititsigasuamut Kagitaujattigut Kaujititsinimmi.
- Kaujimajutsak Kagitaujattigut atujauKattatunik nutângutigiagutinnilu Kaujititsiutinik.
- Suliagijaminik KaujititsiKattagialik Aulatsijimut Kaujisautiligijinik pikKujaliagatsaliugunnalunilu.

Ilisimausigigialingit:

- NalunaikkutaKagialik kenaujaliginnimik Kaujititsinimmik, atjigalanginnilu suliaKasimalluni 3-5-nik jârinik tamatsumingagalak. Ilisasimanninga suliaKasimanningalonnet/-lu kamagijaulâttuk.
- TakujatsaKagialik suliaKasimannimik Kagitaujattigut Kaujisautiligijiusimannimik, atjigalanganik suliaKasimalluni.
- Tukisimatsiagialik atugunnagiamik Kagitaujaligiutinik, atujaugunnatunik piunitsauninginnik Kaujimallunilu.
- Allasiasongujutsak uKâlaKatiKatsiasongullunilu.
- Kaujisatsiasongujutsak isumakKujollunilu.
- Namminik suliaKasongujutsak suliaKaKatimminillu.
- SuliaKasimajutsak Kagitaujattigut atujauKattatunik.
- Kaujisatsiasongujutsak katitsutaumajunik tukisimautinginnilu Kagitaujattigut atummagittunik.
- UKâlaKatiKatsiasongujutsak, Kaujisatsiasongulluni, suliaKattinik pitsianiKalluni, atuinnausiaginnalunilu.
- Sivulliujigunasongujutsak asianut sangusagaisongullunilu.
- Kaujimallagijutsak Nunatsiavut kavamanganik, Labrador Inuit IlukKUsinginnik, Inuit nunanginnilu.

Kaujisallutit:

careers@nunatsiavut.com

Ottugautet âjausimagialet fimfiliak apvaKâttinagu matuttauvingata ullungani.

Nunatsiavut kavamanga atjigettisiKattatuk suliatsasiuttunik tavatuak pigumajauluaKattatut ikajuttaugutilet Labrador Inuit Nunamik Satusainnimut AngiKatigegutingani. Ottugajuit allasiasimakKujaujut Nunatsiavut ikajuttaugutilet numuranganik allavitsangata pigianningani suliatsasiugutimmilonnet ottugannimi.

Suliatsatâgutaugunnatut:

- Tamâginnik Inuttitut Kallunâtitullu UKâlasongulluni allasongullunilu.
- NalunaikkutaKalluni Anitsâtitsisongugiamut (CPR) amma ÂnnituKappat kamasongugiamut (First Aid) ubvalu ilinniagumalluni taimâk pisongugiamut.

Benefits:

- SuliaKatsiasongulluni Akilittutaulluni nukKangaviujuni Akilittutaulluni.
- Namutuinnak aigalannimut IkajuttaugutiKalluni.
- Labradorimi IkajuttaugutiKalluni.
- katingautik Insurins-siKalluni ilagijautillugu inositsiagittonimmi amma kigutiligijaunnimi.
- katingautik utittitaugutik InutuKaunimmut.

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