

SOCIAL MEDIA SPECIALIST

Department: Secretariat

Term: Temporary Full-Time

Community: Nunatsiavut (Nain, Hopedale, Postville, Makkovik, Rigolet)/Happy Valley
Goose Bay

Closing: June 25, 2026

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.

Assets:

- Bilingual in English and Inuktitut

Benefits:

- 4% vacation pay with the option to accrue
- Paid sick leave

Contact:

careers@nunatsiavut.com

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

KAGITAUJATTIGUT KAUIJISAUTILIGIJUTSAK

SuliaKapvinga: AngajukKauningit

SuliaKautigigialingit: SuliaKainnaKattaluni Ilanganituinnak

Nani: Nunatsiavut (Nain, Hopedale, Postville, Makkovik, Rigolet)/Happy Valley-Goose Bay

killilipvinga: Joni 25, 2026

kamagijatsat:

- SakKititsigialik atuliaKititsilunilu Kagitaujattigut atugatsanik Kaujisiutigitsialugit aulatsialunilu kamagijangit ikajuttaugutilet Labrador Inuit Nunamik Satusainnimi AngiKatigegutinganit asinginnilu Kaujijutsanik
- ÂkKisigialik atuinngutjilunilu Kagitaujattigut takujatsanik, allasimajunik, sananguasimajunillu, taggajânguanillu, taimait-tugalannik.
- kamagialik KaujisaKattalunilu Kagitaujattigut takujatsanik atutsiamangâta kajusiutjiKattalunilu kingungagut atugatsanik.
- kamajiugialik Kagitaujattigut atujauKattatunik, Kangalu sakKititsinimmik, kiugutinnik allataumajunillu kinatuinnamut, atjigettisiallugit.
- SuliaKaKatiKagialik Aulatsijinganik Kaujisautiligijet ikajutsianinginnik ilonnâgut Nunatsiavut kavamanganani suliaKapvini.
- kamaginnajutsak atujaukatattunik piunitsanillu atugatsaugunnatunik Kagitaujattigut piusiumititsigasuumut Kagitaujattigut Kaujitsinimmi.
- Kaujimajutsak Kagitaujattigut atujauKattatunik nutângutigigutinnilu Kaujitsiutinik.
- Suliagijaminik KaujitsiKattagialik Aulatsijimut Kaujisautiligijunik pikkujaliagatsaliugunnalunilu.

Atuvalligajattut:

- Tamâginnik uKâlasongugialik Inuttit Kallunâtitullu

Ilisimausigigialingit:

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

Ikajuttaugotet:

- 4% -timik nukKangaviujuni pigiaKaguni ikajuttaugutiKalluni pitjutillimmik kenaujaliunnet akittugiannimik
- Kanimaliguni suliaKagani akilittutaulluni

Kaujisaallutit:

careers@nunatsiavut.com

Ottugautet âjausimagialet fimfiliak apvaKâttinagu matuttauvingata ullungani.