



Job Posting: Communications Officer
Department: Core
Location: Charlottetown or Summerside, PE
Position: Permanent, Full Time 37.5 hours/week
Salary: \$80,000 – \$90,000
Deadline to apply: January 5, 2026, at 3PM

The Mi'kmaq Confederacy of PEI (MCPEI) delivers quality programs and technical advice to Epekwitk Assembly of Councils, the Abegweit and Lennox Island First Nations' Councils and the provincial Indigenous community. As a member of MCPEI's workforce the successful candidate will be offered a competitive salary, quality benefits, generous vacation, and a respectful, healthy, and safe place to work and grow as a professional. We welcome applications from individuals seeking this opportunity as a secondment.

THE ROLE:

Reporting to the Executive Director, the Communications Officer is primarily responsible for coordinating strategic communications on behalf of MCPEI. The Communications Officer will ensure high-quality digital and traditional communication, media relations, proactive communications, and stakeholder relation strategies. In particular, this role will perform a variety of roles from key message development and issues management to more complex strategy and external communications planning on behalf MCPEI.

QUALIFICATIONS:

Education, Years of Experience

- Graduate or Undergraduate Degree or Diploma from a recognized post-secondary educational institution in Communications, Public Relations, Journalism, or related field.
- Minimum of 2-5 years' relevant experience in a communications role.

Skills/Competencies

- Collaborate with Senior Leaders to develop and implement an effective communications strategy, within the organization and outside organization.
- Strategic communications advice and support: Provide strategic communications support; develop and execute strategic communications plans for projects and initiatives.
- Manage complex strategies: Provide guidance by engaging stakeholders and team members to analyze the initiatives/projects and develop communications strategies which create positive outcomes for MCPEI and PEI's Indigenous Communities.

- Composes internal or external publications such as newsletters, speeches, write stories, create brochures, pamphlets, news releases, announcements, online posts, website updates, video productions, special projects, and other communication material that represents the organization.
- Media relations: Responds to media inquiries, arrange interviews, and act as a spokesperson for the organization when appropriate.
- Prepare speaking notes for the Executive Director and Senior Leaders as required.
- Manage MCPEI's social media strategy and use it to promote Indigenous communities
- Monitor and analyze emerging issues and trends, manage communications response to crises and public issues.
- Develop proactive communications strategies using techniques that support MCPEI's reputation.
- Measurement: Assess communications effectiveness by ensuring strategies are measured and targets are tracked.
- Establish and maintain effective relationships with media and maintain records of media and media database.
- Seek opportunities to enhance the reputation of the organization, and coordinate publicity events as required.
- Proficiency in design and publishing software.
- Manage conflict as it arises and escalate to Senior Leadership.
- Work with HR team in publishing job postings, introductions to new staff and other duties as required.
- Excellent writing, verbal and presentation skills.
- Exceptional attention to detail/accuracy.
- Ability to manage multiple projects, prioritize work and manage time effectively to meet deadlines.
- Strong writing skills for newsletters, press releases, progress reports and briefing notes.
- Experience creating targeted content.
- Solid organizational abilities, including planning, decision making, analysis and reporting.
- Strong work ethic and self-motivated.
- An understanding of MCPEI's socio-political environment and current affairs.
- Other duties as required.

OTHER:

- Provide a Criminal Record Check.
- Provide Covid-19 Immunization Record or Vax Pass.
- Valid driver's license and access to reliable vehicle.
- You are required to carry a minimum of \$2,000,000 third party liability insurance on your own personal auto insurance policy and must have approval from your insurance company to carry passengers in your vehicle as a part of your job duties.

*Demonstrated equivalencies will be considered.

**Indigenous applicants will be given priority in accordance with the Aboriginal Employment Preference policy of the Canadian Human Rights Commission. MCPEI is committed to providing support and capacity building opportunities to Mi'kmaq individuals with the core competencies to take on positions such as this.

Please email your resume and cover letter to apply@mcpei.ca with the Job Title, "Communications Officer" in the subject line

or deliver resume to

ATTN: Human Resource Manager
Mi'kmaq Confederacy of PEI,
8 Stan MacPherson Way Charlottetown PEI C1A 0J7

Deadline to apply: January 5, 2026, at 3:00 PM.

We appreciate all those applying for this position and note that only those chosen for an interview will be contacted.