



EMPLOYMENT OPPORTUNITIES

Atlantic Region Aboriginal Lands Association

Position: Marketing & Communications Coordinator

The Atlantic Region Aboriginal Lands Association (ARALA) is a non-political, Indigenous-led, membership-driven, and not-for-profit organization. Established in 2000 and incorporated in 2019, ARALA represents and supports First Nations Land Managers across New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland.

Our purpose is to raise capacity of First Nations land management professionals; develop and maintain communications among First Nations land managers; encourage membership in ARALA; and promote and encourage the successful work of land managers.

As a growing organization, we need to fill the Marketing & Communications Coordinator position at our office located on the Elsipogtog First Nation, NB (potential for hybrid)

Position Overview

The Marketing & Communications Coordinator (MCC) plays a key role in elevating ARALA's presence, strengthening engagement with First Nations, and promoting land management as a valued profession.

Key Responsibilities

- Marketing & Outreach
- Communications & Content Development
- Digital Media & Website Management
- Reporting & Evaluation
- Event & Membership Engagement support

Knowledge and Competencies

- Degree or diploma in Marketing, Communications, Public Relations, or related field;
- Minimum 2 years of experience in marketing, communications or public engagement.
- Lead digital marketing campaigns and outreach initiatives to increase visibility and engagement;
- Experience with digital marketing platforms, email systems, and CMS tools;
- Proficiency in social media management, email marketing tools, and web publishing;
- Strong project management and time-management abilities
- Ability to engage respectfully and meaningfully with Indigenous partners;

Qualifications and Experience

- Completion of a relevant certificate or diploma program
- Two or more years of experience in marketing and communications
- Excellent interpersonal skills
- Excellent references
- Experience in non-profit or Indigenous organizations is an asset;
- Knowledge of First Nation Land management regimes is an asset
- Fluency in English (written, comprehension and oral) is required
- Must have access to a reliable vehicle, the ability to travel, and valid driver's license

We offer

- Salary range of \$50,00 to \$55,000 based on qualifications
- Excellent benefits including health, dental and pension plan upon successful completion of the probationary period
- Opportunities for training and professional development
- Opportunities for travel within Atlantic Canada to interact with First Nations communities

In accordance with Section 16(1) of the Canadian Human Rights Act, preference may be given to Indigenous candidates.

Job descriptions

Complete job description is available upon request

How to Apply

Email the following to Norah Ward-Osmond, Executive Director, Atlantic Region Aboriginal Lands Association at ed@arala.ca:

1. Covering letter indicating the position applied for
2. Résumé
3. Two current signed and dated letters of reference

Send To: Norah Ward-Osmond
Atlantic Region Aboriginal Lands Association
29 Big Cove Road
Elsipogtog, NB, E4W 2S1

Closing Date: Thursday, April 30th, 2026, at 4:30 ADT (late applications will not be accepted)

Thank you to all applicants; however, only those selected for an interview will be contacted.