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Position: Freelance Communications Consultant  
Department: Indigenous Innovation Initiative (I3) at Grand Challenges Canada  
Reports to: Director, Strategic and Corporate Communications  
Status: Freelance Consultant

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The [Indigenous Innovation Initiative](#) (or “I3”) was designed to address the gendered and racialized barriers to economic participation for Indigenous peoples in Canada. Hosted at [Grand Challenges Canada](#) (GCC), I3 supports innovative and scalable Indigenous-led ideas for impact, investing in communities to solve complex health, social and economic challenges. Created and led by Indigenous leaders, I3 is built on a foundation of Indigenous ways of knowing and being and is rooted in Indigenous values.

We are looking for a passionate and experienced freelance Communications Consultant to help amplify our voice and impact.

**Assignment Overview:**

We are looking for a freelance Communications Consultant who will play a pivotal role in enhancing the visibility and engagement of the Indigenous Innovation Initiative (I3). This role includes managing and maintaining our website, creating engaging content for social media, writing blogs and feature stories, drafting reports and materials, and supporting the team and partners. The ideal consultant will have a strong understanding of First Nation, Inuit and Métis cultures and communities in Canada and will bring creativity and strategic thinking to the role.

The Freelance Communications Consultant will also support I3’s overall communications strategy, including efforts to raise the initiative’s profile in Canada and internationally. Reporting to Grand Challenges Canada’s Director, Strategic and Corporate Communications, this role will work in close collaboration with the I3 team and GCC’s communications team.

**Key Communications Deliverables:**

- Develop and implement a communications strategy to promote I3, including a detailed content plan to promote key programs, events and/or initiatives that support strategic objectives.
- Liaise with internal and external stakeholders to facilitate collaboration and consistent branding and messaging.
- Keep informed on trends and best practices in communication and marketing.
- Assist in developing and executing media strategies, in collaboration with GCC’s Bilingual Media Relations and Communications Manager.
- Finalize and publish the print and digital versions of the I3 annual report.
- Write case studies, feature stories, donor and impact reports, newsletters and related materials.
- Create graphics, reels and other content for distribution on social media channels.
- Ensure that project descriptions, boilerplate language and messaging are up to date across I3’s platforms and materials.
- Develop digital and print materials and outreach plans for I3’s funding calls, including RFPs.

- Maintain and update the I3 website with relevant and timely content.
- Create compelling content for social media platforms, including video reels, captions and graphics.
- Manage I3's social media accounts, including content scheduling and engagement.
- Monitor social media trends and adjust strategies to increase reach and engagement.
- Write blogs, feature stories, and other materials that reflect the organization's mission and values.
- Draft reports, newsletters, templates, and other communications materials as needed.
- Collaborate with team members (on I3 and within the GCC Communications team) to ensure consistent messaging across all platforms
- Other duties as assigned.

**Successful candidates will possess:**

- A strong understanding of First Nation, Inuit and Métis cultures and communities in Canada.
- Excellent writing, editing, and proofreading skills.
- Demonstrated ability to manage social media platforms and use digital marketing tools.
- Experience with website management and content management systems (please indicate which ones).
- Proven ability to create engaging multimedia content (video reels, graphics).
- Proven ability to create, implement and measure communications strategies.
- Strong organizational and project management skills.
- Passionate about Indigenous issues and community development.
- Creative and strategic thinker.

**How to Apply:**

Interested candidates are invited to submit their resume, a cover letter, and a portfolio of relevant work (including three writing samples (published articles, blogs, reports/newsletters) as well as three examples of social media content (copy + graphics/reels), [here](#) by September 5, 2024. Please also include your hourly rate and availability.

**Please note that we will prioritize applications from First Nations, Inuit, and Métis peoples.** If we invite you to an interview, you are encouraged to become familiar with the following foundational resources that guide all aspects of the work that we do:

- [Inquiry and Learning Bundle](#)
- [Indigenous Knowledges and Data Governance Protocol](#)
- [Shared Values and Principles of Indigenous Knowledges Creation and Application](#)
- [2022 Annual report](#)
- [2022 I3 Impact Story](#)