



COMMUNICATIONS & MARKETING ADMINISTRATOR
INTERNAL/EXTERNAL POSTING
THUNDER BAY, ON
POSTED: August 7, 2026
CLOSING: August 20, 2026
SALARY: \$69,199.00 to \$76,191.69

GENERAL: The Nishnawbe Aski Police Service requires ONE (1) civilian to fill the full-time positions of Communications and Marketing Administrator. The position is based out of our General Headquarters located in Thunder Bay, ON.

Summary:

The position is responsible for supporting the Media Relations Coordinator with the day-to-day marketing, media relations, communications and administrative tasks of the Nishnawbe Aski Police Service Communications/Media Relations Unit; with a focus on ensuring positive, effective, and consistent communication with internal and external stakeholders.

Preferred Qualifications:

- Post secondary degree/diploma in a related field; along with 2 years of relevant experience in a communications/marketing support role.
- Experience in either an agency or corporate environment with digital content creation, implementation and design for web, social media and other digital platforms.
- Knowledge of public relations, promotion and marketing concepts and special events management to assist in the organization and coordination of related activities,
- Experience using and overseeing content management systems and social media management platform.
- Knowledge of web analytics (preferably *Google Analytics*) and knowledge of producing and implementing web/social media strategies as well as familiarity with Search Engine Optimization and Performance (SEO, SEP).
- Strong proficiency in Microsoft Office, Adobe Creative Suite (including Photoshop, Lightroom, Premiere Pro, After Effects, InDesign, and Acrobat), web management platforms, eNewsletter platforms, audio and video editing software and a variety of social media channels.
- Ability to deal effectively and courteously with the public and officials at all levels, and to maintain confidentiality.
- High attention to detail, problem-solving, and time management skills;
- Superior interpersonal and communication skills;
- Ability to pass a NAPS security background check and criminal record check.

Key Responsibilities:

- Works under the direction of the Media Relations Coordinator and assists the Media Relations Coordinator in:
 - a) Reviewing, proofreading and editing of media releases;
 - b) NAPS recruitment marketing; including assisting with advertising campaigns, career fairs, promotional materials and community outreach efforts;
 - c) Assisting with the monitoring of media coverage; including print, television, social media and online news media;
 - d) Administrative support with crisis and emergency communications;
 - e) Administrative and coordination support with special events, ceremonies, press conferences,

- public meetings, and community initiatives;
 - f) Marketing campaigns across media platforms; including administrative support with monitoring and evaluation, utilizing performance metrics;
 - g) Recommending content for various media platforms; providing input with social media strategies; and
 - h) Contributing to NAPS Intranet/Website; assisting with the content.
- Maintains and updates social media profiles, engaging with followers, and monitoring social media trends, ensuring consistent messaging across all platforms.
 - Coordinate communications calendars, project timelines, meetings and approvals. Responsible for meeting minutes, meeting agendas, updates and changes for meetings with internal and external stakeholders.
 - Process invoices, purchase orders, advertising requests, and vendor coordination related to communications and marketing initiatives.
 - Maintain media contact databases, photography archives, branding templates, and communication records.
 - Performs other duties as assigned.

Interested applicants may submit a hiring package which includes the following:

- Cover letter detailing interest in noted position;
- A resume detailing your work history, education history, certificates you may possess, any volunteer work and three (3) supervisory references.

Closing date for applications is August 20, 2026, at 4:00 p.m. Please indicate 'GHQ-39-26 in the subject line of your message. All completed packages MUST be sent to:

INTERNAL APPLICANTS: iresume@naps.ca

EXTERNAL APPLICANTS: eresume@naps.ca

Please visit the careers page of www.naps.ca for a complete job description.

Nishnawbe Aski Police Service is committed to the Accessibility for Ontarians with Disability Act. If you require accommodation for any stage of the hiring process, please contact iresume@naps.ca.

****We thank everyone for their interest in the position, however, only those chosen for an interview will be contacted****