

IDENTIFYING INFORMATION

POSITION TITLE: Communications Officer	
STATUS: Permanent	
INCUMBENT: Vacant	
REPORTS TO: Communications and Engagement Advisor	
DEPARTMENT: Communications	LOCATION: Remote
DATE: April 2026	REVISION DATE:

POSITION SUMMARY

Reporting to the Communications and Engagement Advisor, the Communications Officer will play a crucial role in ensuring consistent messaging across multiple platforms, responding to media requests, developing content for the organization's social media platforms, assisting in translation efforts, and building relationships to maintain industry and stakeholder engagement with CIFFC and its member agencies.

The Communication Officer will work with the Communications team to develop and deliver digital communications strategies to enhance CIFFC's visibility, including its programs (ICS Canada and FireSmart Canada). The Communications Officer has a strong blend of design skills and communication experience to enhance brand presence across various platforms.

Ability to effectively communicate (oral and written) in Canada's two official languages (English and French) is essential to this position. Occasional travel will be required.

Due to the coordination responsibilities of CIFFC, the Communications Officer must be available to work weekends and extended hours (if required) to support the Fire Coordination Centre.

POSITION DUTIES & RESPONSIBILITIES

Digital Content Creation

- Conceptualize and create engaging visual content for digital platforms including social media, websites, email campaigns, and other online channels.
- Collaborate with internal teams to ensure that digital content aligns with CIFFC's messaging, goals, and branding guidelines.
- Utilize multimedia elements such as graphics, videos, and infographics to enhance the visual appeal of digital communications.
- Ensure consistency in branding and messaging across all digital assets.

Media Relations

- Oversee and respond to CIFFC media requests (internal and external).
- Act as a CIFFC spokesperson, as requested.
- Provide key messaging and guidance to CIFFC team members to maintain consistent messaging.
- Build strong relationships with agencies and stakeholders.



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POSITION DESCRIPTION

Graphic Design

- Design visually appealing graphics for print and digital materials, including brochures, reports, presentations, and promotional materials.
- Translate complex ideas and data into easy-to-understand visual representations.
- Maintain a high level of creativity and innovation in graphic design projects.

Social Media Management

- Manage and maintain the organization's presence on social media platforms (e.g., X/Twitter, Facebook, LinkedIn, Instagram).
- Create and schedule posts, monitor social media channels, and respond to comments or inquiries in a timely and professional manner.
- Stay informed about social media trends and implement strategies to increase audience engagement and grow the organization's online community.

Website Management

- Maintain and update the organization's websites.

Communication Strategy Implementation

- Draft and implement communication strategies by creating content that engages the target audience and enhances brand visibility.
- Collaborate with internal stakeholders to ensure graphic design and communication efforts align with overall organizational objectives.
- **Other communication duties as assigned.**

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND QUALIFICATIONS

- A minimum of three (3) years of experience working in a communications, marketing, or a public relations field.
- A minimum of two (2) years' experience working in media relations.
- A post-secondary degree or diploma in Communications, Marketing, Public Relations, Journalism, or a related discipline, or equivalent experience.
- Demonstrated experience working in wildland fire management as an Information Officer.
- Able to take initiative and work well under limited supervision in a fast-paced and changing environment.
- Strong writing and editing skills, demonstrating high attention to detail.
- Experience in graphic design, digital communication, and content creation.
- Proficiency using graphic design software such as Adobe Creative Suite (Illustrator, Photoshop, InDesign) as well as user-friendly design platforms such as Canva.
- Thorough understanding of social media platforms and trends.
- Excellent communication and collaboration skills.
- Excellent organizational and project management skills, including the ability to work under tight deadlines and manage multiple projects simultaneously.
- Computer literacy, including Microsoft Office 365 (Word, Excel, PowerPoint, Outlook), social media, and web management.
- Able to maintain confidentiality when dealing with private/sensitive information.
- Ability to effectively communicate (oral and written) in Canada's two official languages (English and French) is essential.



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SKILL AND COMPETENCY REQUIREMENTS

To perform the job successfully, the individual must demonstrate the following:

Integrity & Trust: Honest, reliable, follows through.

Client and Stakeholder Focus: Builds strong relationships; communicates with diplomacy.

Problem Solving: Breaks down issues and finds practical solutions.

Quality of Work: Produces accurate, high-quality documentation.

Adaptability: Comfortable shifting priorities, especially during fire season.

Collaboration and Teamwork: Works effectively across teams and jurisdictions.

Drive for Results: Proactively pushes work forward; brings tasks to completion.

Planning & Organizing: Manages multiple timelines, priorities, and groups with strong structure and time management.

Emotional Intelligence: Maintains professionalism, composure, and positive relationships in a fast-moving and high-stress environment.