



Saskatchewan Indigenous Cultural Centre  
305-2555 Grasswood Road East  
Saskatoon, SK S7T 0K1

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**Job Title:** BUSINESS & RETAIL SALES OFFICER

**Date:** October 1, 2018 – New Position

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The Saskatchewan Indigenous Cultural Centre (SICC) invites applications for the position of Business and Retail Sales Officer. This is an exciting new position created to lead brand development, long-term business development strategies, public relations and communication strategies and manage online retailing that drives SICC's vision to preserve and revitalize Saskatchewan First Nations languages and cultures.

The Saskatchewan Indigenous Cultural Centre (SICC) has served First Nations people since 1972. It was the first First Nations controlled educational institution serving the provincial level. The mission of the SICC is to protect, preserve and promote the cultures and languages of the First Nations peoples of Saskatchewan: Plains Cree, Swampy Cree, Woodlands Cree, Dene, Saulteaux, Dakota, Nakota and Lakota.

Reporting to the Director, Finance and Administration, the Business and Retail Sales Officer is a key member to the SICC team, contributing to the goals and objectives of the SICC: to provide a First Nations resource base for bands and school systems to draw upon so that First Nations children may accurately inherit the values and traditions of their ancestry; to advocate the preservation of First Nations' languages, cultures, traditional arts and history; to assist in developing traditional and contemporary cultural skills of First Nations.

As the lead brand strategist, the Business and Retail Sales Officer is responsible for developing SICC's unique selling proposition, identify and source retail product and service offerings that lead to increased business opportunities and sales for SICC. The incumbent will research and identify target audiences for business development and sales opportunities, develop growth strategies for existing clients and prospect for new clients. The position is responsible to manage the online retail store including budgeting, inventory control, merchandising and creative online displays.

The Business and Retail Sales officer will lead development of the communication and public relations plan, managing the media relations function with an emphasis on how SICC and communities are preserving and revitalizing First Nations languages and culture in Saskatchewan.

Positive and productive relationships with the First Nation communities, funding agencies, FSIN Institutions, and other organizations is critical to the reputation and success of SICC. The Business and Retail Sales Officer will contribute to effective communication and collaboration within SICC, with First Nation communities, media, clients, educational partners and others.

**Qualifications:**

- Degree in Business Administration or Commerce.
- 3-5 years of progressively responsible experience in public relations, marketing and/or sales, preferably with a non-profit organization.
- Knowledge of basic HTML or Web design skills.

- Knowledge of Search Engine Marketing (SEM) and Search Engine Optimization (SEO) is a definite asset.
- Demonstrated skill in the use of digital/social dashboards and communication, and multimedia design and development software.
- Knowledge of and/or experience working in a First Nations institution or First Nations community is considered an asset.
- Ability to speak and/or understand a First Nation language is a definite asset.
- The successful candidate shall be subject to a criminal Record Check as a condition of employment.

**Knowledge, Skills and Abilities:**

- Proven competency in business development combined with current knowledge of marketing and social media trends.
- Proven competency in public relations, digital/social and media relations communication functions.
- Demonstrated ability to analyze sales patterns and research, to inform decision-making.
- Strong collaboration and team building skills.
- Strong communication and public speaking skills to express ideas and concepts effectively, orally and in writing, including the ability to prepare and present oral and written and audio-visual reports to create a persuasive case to generate sales and business development interest.
- Demonstrates strong values and ethics; works with high integrity.
- Good prospecting, networking and negotiation skills.
- Comfortable working in a high-paced environment with an emphasis on innovation and change.
- Ability to work effectively with various levels of community resource people (community leaders, elders, knowledge and language keepers, teachers and staff).

Salary is currently under review.

For a copy of the full job description call 306-244-1146 or email [hr@sicc.sk.ca](mailto:hr@sicc.sk.ca).

**How to Apply:**

A complete application consists of:

1. A letter of interest addressing the qualifications for the position
2. A current resume or curriculum vitae
3. The names and contact information of three professional references

Please send your documentation to:

Saskatchewan Indigenous Cultural Centre  
 305 -2555 Grasswood Road East  
 Saskatoon, SK S7T 0K1

Or Email to: [hr@sicc.sk.ca](mailto:hr@sicc.sk.ca).

Application should be submitted by October 5, 2018; however position will remain open until filled.