

# Marketing & Communications

Department Overview



***Fort William  
First Nation***

# Our Role

- Keep members informed about programs, services, events, and opportunities
- Support departments with promotion and outreach
- Strengthen communication between the Nation and its members

“Our goal is to ensure community members know what’s available to them and how to access it.”



# What Marketing & Communication Does

## Core Areas of Work:

- Community announcements & notices
- Promotion of programs, services, and events
- Internal and external messaging
- Visual design and content creation
- Information sharing across multiple platforms



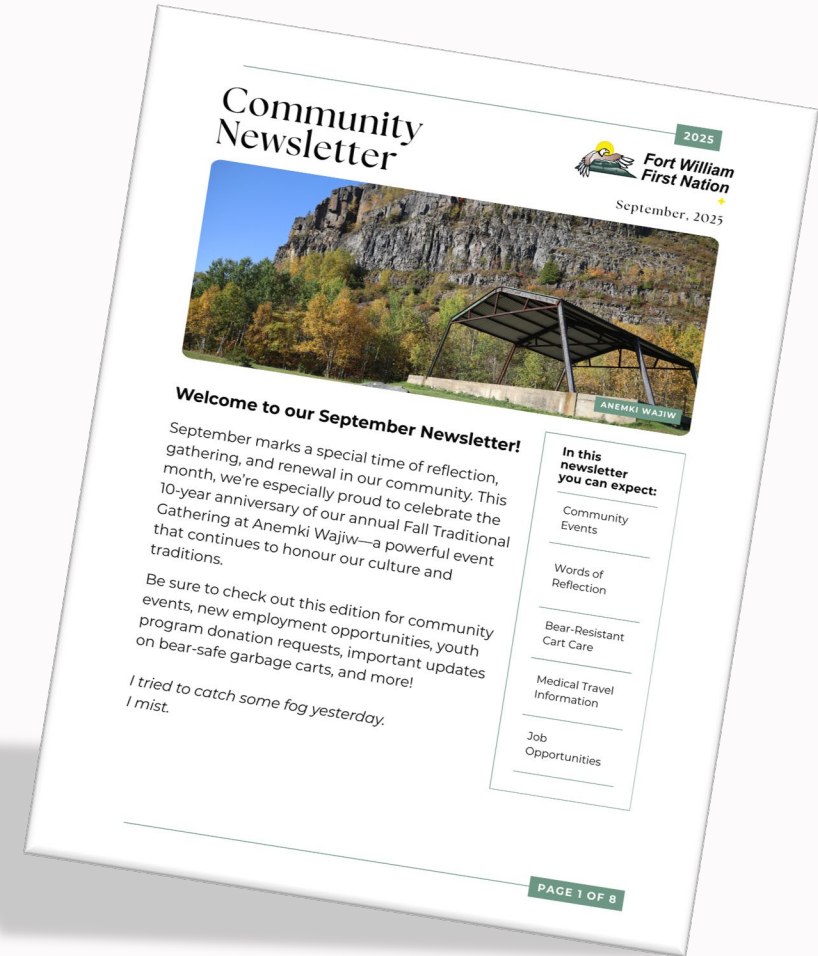
# Community Newsletter

## Monthly Community Newsletter:

- Distributed monthly
- Highlights:
  - Department programs & services
  - Upcoming events
  - Community updates & notices
  - Opportunities for members

## How Members Can Access the Newsletter

- Fort William First Nation website
- Hawk App
- Email subscription



“The newsletter is one of our main tools for keeping members informed in one place.”



# Hawk App

## Hawk App

- Used to share:
  - Announcements
  - Events
  - Reminders and updates
- Important Note
  - The Hawk App is currently being used as a communication tool
  - Fort William First Nation will be transitioning to other communication methods in the future



# Communications Channels We Use

## Current Communications Channels

- Website
- Community newsletter
- Hawk App
- Email communications
- Social media
- Posters & digital visuals



# Supporting Departments & Community

## How Marketing Supports Departments

- Promoting programs and services
- Creating posters, graphics, and digital content
- Sharing information with the community
- Helping ensure messaging is clear and consistent



# Working Together

## Collaboration is Key

- Marketing works with all departments
- Clear communication helps members access services
- Strong collaboration strengthens community engagement



# Marketing & Communications Contact Information

**Marketing & Communications Officer – Kaija MacKay**

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# Human Resources

Department Overview



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The Human Resources Department at Fort William First Nation supports a strong, healthy, and culturally grounded workforce. We work to ensure our employees feel valued, supported, and prepared to do their best for our community.

Our team handles key HR services such as hiring, onboarding, employee relations, training, policy development, and performance support. We focus on fair, transparent, and culturally respectful practices while meeting all required standards and regulations.

We work closely with leadership, departments, and community members to build capacity, strengthen workplace wellbeing, and support FWFN's long-term goals. Our mission is to uplift Fort William First Nation by empowering our greatest resource—our people.



# Human Resources Contact Information

**HR Manager – Michele Blais – 807-623-9543 Ext. 239**

**Senior HR Advisor – Cameron Cassidy – 807-623-9543 Ext. 250**

**HR Coordinator – Jennifer Miller – 807-623-9543 Ext. 301**



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