



## Executive Director Audience and Growth Strategy



APTN is the world's first national Indigenous broadcaster and has been Canada's Top Employer since 2013. Since it was established in 1999, the network has become a global leader in programming that celebrates the rich diversity of Indigenous Peoples at home and abroad via two distinct HD channels: APTN and APTN Languages, and through its Indigenous-focused streaming service, APTN+. APTN proudly features over 80% Canadian content, broadcasting more than 10 hours of programming per week in English, French, and over a dozen Indigenous languages. <https://www.aptn.org>.

### The Opportunity

Reporting to the Chief Executive Officer, the Executive Director of Audience and Growth Strategy will provide strategic leadership for APTN's revenue growth, sales and advertising, brand enhancement, and marketing communications. This role is responsible for stewarding APTN's voice, reputation, and relationships while advancing sustainable growth through marketing, partnerships, and revenue-generating activities, all in a manner that reflects and honours APTN's culture, values, and responsibility to Indigenous communities.

### Key Responsibilities include:

- Serve as a core member of the Executive Management Team (EMT) and Senior Management Team (SMT), contributing to the development and execution of long-term strategic, business, and financial plans.
- Provide strategic leadership and counsel to the Chief Executive Officer, EMT, and SMT on revenue generation, advertising sales, partnerships, brand enhancement, marketing communications, and other growth initiatives.
- Develop and lead growth strategies that support revenue generation, market expansion, advertising sales, partnerships, and other commercial opportunities aligned with organizational objectives.
- Lead the development, stewardship, and protection of APTN's brands, ensuring a clear, consistent, and authentic voice across all platforms, audiences, and partnerships.
- Oversee creative campaigns, marketing communication programs, and audience engagement strategies in alignment with APTN's culture, values, and responsibility to Indigenous communities, partners, and stakeholders.
- Monitor and analyze external trends, policies, market conditions, and emerging issues that may affect APTN's brands, audience, reputation, or growth, and provide timely advice to senior leadership.
- Prepare, manage, and be accountable for the departmental annual work plan, budget, and authorize expenditures.
- Establish and implement policies, procedures, and standards to support effective operations and risk management.
- Represent APTN at meetings, conferences, committees, and working groups.

### Selection Criteria include:

- Post-secondary education in a relevant discipline, or an equivalent combination of education, professional experience, and traditional knowledge.
- Minimum of seven years of senior leadership experience in entrepreneurial growth leadership, including sales, advertising, revenue growth, brand, and marketing communications.
- Excellent interpersonal, communication, and stakeholder engagement skills, with the ability to build and sustain strong relationships across diverse internal and external audiences.
- Demonstrated experience leading high-performing teams and driving strategic initiatives with measurable impact.
- Experience working with Indigenous organizations and/or a strong understanding of Indigenous cultural perspectives, protocols, and values is strongly preferred.
- Proven abilities in developing measures of success, achieving personal and team targets.
- Proven ability to manage complex projects and budgets, with strong decision-making and problem-solving skills.
- Proficiency with modern business software, collaboration tools, and Microsoft Office or equivalent application.
- Knowledge of an Indigenous language and/or French would be an asset.

**To apply, send a one-page cover letter and resume to [Chiamaka@harrisleadership.com](mailto:Chiamaka@harrisleadership.com) quoting project #26113.**



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*APTN is committed to cultural diversity and Indigenous representation within our workforce. We encourage Indigenous applicants (First Nations, Métis, Inuit) to self-identify as part of our efforts to reflect and serve the communities we represent. Proof of Indigenous ancestry may be required; however, we recognize that colonial impacts may limit access to documentation and will work respectfully with applicants to consider appropriate alternative forms of verification.*

World's First National Indigenous Broadcaster