

Community Links
Outreach and Communications Lead

Position: Outreach and Communications Lead

Type: 100% FTE (37.5 hours weekly)

Responsible To: Executive Director, Community Links

Community Links is a Nova Scotia-based community organization that promotes and supports age friendly communities by connecting individuals and organizations, with a vision that all Nova Scotians can age well in their communities.

We facilitate collaboration among representatives of seniors' clubs, senior-serving organizations, businesses, government and individuals who address and seek to enhance aging well including physical and mental health, active living, social connection, transportation and appropriate, affordable housing.

Community Links is growing and we're seeking an Outreach and Communications Lead to increase the reach and effectiveness of Community Links' communications across the province. We're embarking on a provincial current-state assessment for the community-based senior serving (CBSS) sector. The Outreach and Communications Lead will play a key role in developing the communications plan and materials related to the current state assessment as well as other initiatives (such as micro-grant program and communications hub). They'll create share back tools based on research results and support the writing and designing of final reports. The Outreach and Communications lead will be responsible for designing and overseeing the organizational systems for outreach and engagement for these initiatives.

The Outreach and Communications Lead will work closely with the Executive Director, Project Manager and Community Links staff.

Responsibilities include

- Develop a broad understanding of the mission and activities of Community Links
- Develop a broad understanding of the CBSS sector
- Sit on the Advisory Committee leading the provincial current state assessment
- Lead the development and implementation of communication strategies for a variety of Community Links projects, including the provincial current state assessment, micro-grant program and communications hub

- Develop internal and external communications documents such as key messages, project summaries, presentations and reports
- Design publicity materials, write press releases and other promotional copy
- Contribute writing to research and funding reports
- Proofread and edit forward-facing materials created by Community Links staff
- Develop and oversee an outreach strategy in collaboration with Community Links Regional Coordinators
- Maintain a database of community and press contacts
- Plan, prepare and organize virtual and in-person meetings
- Apply a diversity and inclusion lens with cultural humility to the work
- Other duties as assigned

Qualifications for Outreach and Communications Lead

- Excellent writing and editing skills
- Proficiency in English – both written and spoken
- Strong interpersonal and communication skills (virtual and in-person)
- Strong understanding of Public Relations best-practices
- Effective in determining day-to-day priorities to meet deadlines
- Ability to strategize and plan outreach to garner community engagement
- Proficient in Microsoft Office (Word, Excel, Outlook), Zoom, Adobe products and basic content management systems for web
- Demonstrated experience with digital media production including designing and preparing graphics for social media, digital screens and electronic newsletters
- Proficient with social media marketing and promotional strategies
- Ability to solve problems creatively
- Strong attention to detail
- A strong sense for aesthetic and style

Assets

- Experience working with NGOs, community-based organizations, interest groups and government
- Familiarity with the CBSS sector
- An understanding of best practices when working with older adults
- An understanding of community development principles
- Experience working or volunteering with diverse peoples, groups, or organizations

Considerations

- The ideal candidate possesses a university degree or post-secondary training in public relations, marketing, communications, design, journalism, English, community development or a related field and a minimum of three (3) years recent experience in the related field. Equivalent combination of education and experience may be considered.
- Eligibility to work in Canada: We welcome applications from candidates eligible to work in Canada. If you are not a citizen or permanent resident of Canada, we encourage you to carefully review your visa to find out whether you are eligible to work in the job to which you are considering applying.
- If you require accommodation measures during any phase of the hiring process, please notify us as soon as possible. All information received in relation to accommodation requests will be kept confidential.

Position Details

- Starting date: as soon as possible
- 37.5 hours weekly - \$55,000/year
- 3 month probationary period applies
- One-year contract (possibility of extension to be determined)
- 3 weeks paid vacation plus paid week between Christmas and New Year
- Standard benefits (CPP, EI)
- Employee and Family Assistance Program
- Hybrid work environment may be an option
- Reimbursement for travel and some home office expenses

Community Links is committed to creating a workforce that is reflective of Nova Scotia's diverse population, and a work environment that is inclusive, equitable and accessible.

Closing date for applications is **November 30, 2022**.

Please submit your application by *email* in the form of a *single PDF* document including a resume and cover letter to:

Julia Kemp, Project Manager, Community Links

Julia.kemp@nscommunitylinks.ca

Please note that only those applicants shortlisted will be contacted. If you do not hear from us, please accept our sincere appreciation for your interest in Community Links.