

Communications Specialist

Location: Dartmouth, Nova Scotia
Hours: Full-time (35 hours per week)
Status: Temporary Contract ends March 31, 2019
Salary: Depends on Experience

Clean makes homes more [energy efficient](#), [restores streams & watersheds](#), [engages youth](#) on the environment, promotes [green transportation](#), mitigates the effects of [stormwater](#), helps communities reduce [waste](#), and contributes to public policy discussions.

That's [what](#) we do. [Why](#) we do it is to help create a more sustainable society in Atlantic Canada. We work for a clean climate & clean water, and, to help us get there, we foster, educate and support clean leaders in our communities.

Clean is a non-profit, non-governmental environment organization created in 1988 through an [Act of the Legislature](#) in Nova Scotia. However, we receive no core government funding. We run the charity through money raised for our many programs and projects, which can come from agencies, businesses, government departments, foundations and individual citizens.

You may know us as Clean Nova Scotia, but we work on projects in other parts of Atlantic Canada, throughout the traditional lands of the Mi'kmaq and Wolastoqiyik. That's why we say we're just *Clean*.

We are currently seeking a hardworking, dynamic and motivated individual to add to our team who has a strong passion for people and the environment. Our approach is always collaborative and team oriented.

Position Overview:

Reporting to the Senior Communications Lead the Communications Specialist provides strategic guidance and implementation of various internal and external communications projects that raise public awareness of The Clean Foundation brand, and related educational deliverables and campaigns. Assists in the engagement of sponsors and stakeholders, and identifies ways to leverage existing relationships to optimize opportunities to meet reputational and program objectives.

Key Areas of Responsibility:

- Program support: Support the individual programs' communications needs and identify opportunities; includes event communications, social media strategy development, product promotion;
- Content generation: identify opportunities to generate content and communications related projects that raise the profile of specific programs, or the Clean brand;
- Support of annual goals and targets for both Clean's core communications, as well as program specific communications objectives;
- Media: Orchestrate media strategies and responses to communication/media requests; provide accurate and timely information releases to the general public and media; strategic use of social media:
 - Occasional spokesperson requirements for Clean

- Annual media monitoring and analysis.
 - Preparation of materials for Clean staff and the Board of Directors as required.
- Website management: Manage the Clean website and the Hive social network to ensure up-to-date content and usability; Regularly track analytics and implement search engine optimization techniques; liaise with stakeholders, including staff and volunteers to coordinate content development; Approve user-generated content (quality assurance);
- Brand development: Develop strategies that encourage the strategic dissemination of Clean's brand:
 - Integrate communications tools, templates and procedures.
 - Prepare and update public facing brand materials and get them into circulation.
 - Develop and support staff as brand ambassadors.
 - Identify gaps and opportunities for Clean's message, brand and public awareness levels.
- Stakeholder relations: Support the communications related program negotiations that affect marketing, public relations, media relations, advertising.

Position Requirements/Qualifications:

- Completion of post-secondary education in a related field such as Journalism, Communications, English, or related field;
- Minimum of two years' experience in the communications field, including web management and social media campaigns (or an acceptable equivalent of education and experience);
- Must have exceptional communication skills, written and verbal;
- Proficiency with common office software, such as Microsoft Word, Excel and PowerPoint, email programs such as Outlook;
- Excellent networking and organizational skills;
- Ability to work with a wide variety of professionals and community members;
- Must be a Canadian citizen or legally entitled to work in Canada;
- Must be able to complete and pass a criminal background check;
- Must demonstrate a passion for the environment;
- A degree or diploma in Public Relations is considered an asset;
- Experience in Social media campaign design is considered an asset;
- Experience with design software is considered an asset;
- Experience with photography and/or video production is considered an asset;
- Experience working in a non-profit organization is considered an asset;
- Valid Canadian driver's license is considered an asset; if a driver, must be able to provide a Driver's Abstract from the Registry of Motor Vehicle;
- Valid First Aid and WHIMIS would be considered an asset.

If you are interested in this position please submit your cover letter and resume, merged into one document, via email to Mary Christopher mchristopher@clean.ns.ca by **May 16, 2018**. We appreciate all interest; however, only those selected for an interview will be contacted.

Clean is committed to Employment Equity and our goal is to be a diverse workforce that is representative at all job levels. We welcome applicants from Aboriginal People, Visible Minority Groups, Persons with Disabilities and Women in occupations of positions where they are under-represented. If you are a member of one of the equity groups, you are encouraged to self-identify on either your cover letter or resume.