

## Senior Communications Specialist

<b>Location:</b>	<b>Dartmouth, Nova Scotia</b>
<b>Hours:</b>	<b>Full-time (35 hours per week)</b>
<b>Salary:</b>	<b>Commensurate with relevant experience and education</b>
<b>Status:</b>	<b>Temporary (One Year Contract)</b>

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*.

### Position Overview:

The Senior Communications Specialist implements various communications projects that raise public awareness of Clean and engage its stakeholders. This role is one that will often be the public face of Clean to the general public, and they must be professional, trustworthy and knowledgeable. Additional hours, or time outside of normal work hours, may be required in order to meet operational requirements of planning and delivering specific projects at specific times of the year.

### Key Areas of Responsibility:

- Responding to communication information requests and providing accurate and timely information releases to the general public and media.
- Identifying and dealing with issues pro-actively and persistently, and seizing opportunities that arise.
- Media monitoring and analysis and preparation of briefing materials for the Management team and Board of Directors as required.
- Developing and maintaining communication tools, templates and procedures for Clean projects.
- Preparing, writing, editing, and coordinating internal and external publications, media articles, speeches and other written materials.
- Facilitating the development and implementation of Outreach and Communications Plans for Clean's projects.
- Facilitating the planning and implementation of social media campaigns.
- Identifying and researching multimedia best practices, trends and issues, and providing recommendations to Clean regarding potential communication vehicles.
- Seeking and maintaining working relationships and/or networks of contacts to further Clean's goals.

- Managing website revisions to ensure the website stays up-to-date; approving user-generated content; regularly tracking web statistics via Google Analytics; implementing search engine optimization techniques; developing and managing a content plan for the website; liaising with stakeholders, including staff and volunteers to coordinate content development.
- Other general administrative duties in support of the organization.

### **Position Requirements/Qualifications:**

- Degree in Communications, Marketing, Public Relations or related field, or relevant experience.
- Minimum of five [5] years' experience in the communication and/or marketing field.
- Demonstrated experience and success working in a high pressure, deadline-driven environment.
- Must be proficient with computer applications such as MS Office Suite, WordPress, Internet and Outlook.
- Must be proficient with online communications applications such as MailChimp, SurveyMonkey; additional proficiencies (Canva, infographic software, etc.) will be considered an asset.
- Must have exceptional presentation, interpretation, and communication skills - written and verbal.
- Must be adept in the use of social media tools to communicate key messages and reach varied stakeholder groups effectively.
- Must be adept in media skills across a variety of platforms (e.g., TV, newspaper, radio, blogs).
- Must be able to communicate confidently across all levels of the organization.
- Must have excellent judgement and be capable of communicating and receiving messages with depth and nuance.
- Must have strong project management and organizational skills.
- Must demonstrate a passion for the environment.
- Must have valid Canadian driver's license and be able to provide a Driver's Abstract from the Registry of Motor Vehicles.
- Must be legally entitled to work in Canada.
- Must be able to complete and pass a criminal background check.
- Masters level degree in Public Relations or Marketing is considered an asset.
- Experience with media relations is considered an asset.
- Experience working in a non-profit organization is considered an asset.
- Experience creating video and audio content is an asset.
- Experience in graphic design is 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](mailto:mchristopher@clean.ns.ca) by **September 30, 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. Qualified self-identifying First Nations, Metis and Inuit, Visible Minority Groups, Persons with Disabilities applicants will be strongly considered for this position. If you are a member of one of the equity groups, you are encouraged to self-identify on either your cover letter or resume.*