



Position Description

Title:	Project Communications Specialist
Reports to:	Deputy CAO
Status:	Full-time - Term (2 years)
Classification:	Administration
Salary Scale:	Specialist
Location:	493 Main St. and offsite (Mahone Bay)
Hours:	Monday – Friday, 8:30 am – 4:30 pm plus some evenings and weekends

Scope

The Project Communications Specialist will be responsible for creating and implementing communications programs for the Town using various media. Working closely with members of Council, Management, and the Communications Committee, the Project Communications Specialist will develop, implement, and manage internal and external communications plans and strategies.

This position will also play a large role in developing community relations strategies and public awareness campaigns with particular attention to communications around capital projects and Housing Accelerator Fund actions in the Town. This position will also provide communication, project and logistical support in the development of corporate strategic initiatives in relation to the implementation of the Town's strategic plan.

Qualifications

- Successful completion of a university degree or advanced/graduate diploma in a related field (ex. Communications, public relations, marketing) or demonstrated equivalent work experience (6+ years direct experience)
- Knowledge of legal and governmental processes, grant applications, funding or contribution agreements and reporting, and real estate is considered a benefit.
- Key competencies include but are not limited to: Exceptional communication skills (written, oral, interpersonal, and presentation), analytical thinking, independence, flexibility, and ability to meet deadlines.
- Ability to work and build relationships with people from diverse backgrounds.
- Ability to carry out site visits and work out of the office setting as needed,

which may include some evenings and weekends.

- Proficient in Microsoft Office and Office 365
- Valid Nova Scotia Class 5 driver's license

Summary of Principle Duties and Functions

Public Relations and Institutional Communication

- Develops and implements internal and external communications plans and strategies.
- Facilitates accurate and timely communication of information on Town issues to external parties.
- Manages the Town's entire social media presence.

Media Relations and Public Messaging

- Develops and maintains a current list of media contacts.
- Drafts and disseminates all corporate news releases, key messages and other corporate communication and media vehicles and assists the Clerk with Town Hall News.
- Takes a lead role in public messaging in relation to capital projects and housing initiatives.
- Undertakes responsibility for developing corporate messaging.
- Monitors and tracks media issues of relevance to the Town and anticipates and develop a plan to address any potential matters that may arise.

Support for Council and Leadership

- Provides support to the Mayor and members of Council with the preparation of key messages, speaking notes, speeches, etc.
- Under the guidance of the CAO, provides strategic communication advice and assistance as necessary to members of Council.
- Works as the primary staff resource to the Communications Committee with the support of the Deputy CAO.
- Assists in the development of policies and procedures for consideration related to communications.
- Works collaboratively with the Deputy CAO on action plans and reporting requirements for the Housing Accelerator Fund.
- In an Emergency, acts as a communications contributor to Regional Emergency Measures efforts.
- Other responsibilities and projects assigned by the CAO or Deputy CAO.

Event Planning and Special Projects

- Takes a lead role in planning, developing, and executing of Town special events such as Town Halls, public meetings, and community consultations generally.
- Works with the CAO and management on special projects as may be required.
- Provides assistance in researching grant programs (capital and housing related primarily), writing grant applications and reporting for funding streams as necessary.

Advertising and Cost Efficiency

- Works with Town staff to minimize the costs of advertising by recommending new practices and target areas for improvement.
- Ensures effective tracking and measurement tools are in place to measure the effectiveness of the Town's communications efforts.

Working Conditions

- This position will be based in Town Hall with eligibility for alternate work arrangements as outlined in policy.
- This position may require site visits and consultation with varying parties, which may include but not limited to contractors, equity seeking groups, Indigenous organizations, and residents.
- Normal office hours are 8:30am – 4:30pm Monday through Friday, however this position is expected to attend various meetings outside of business hours.