



Help Starts Here with 211 Nova Scotia!

Our mission is to provide access to information, advocate for those in need, and encourage investment in social programs and services. We seek to ignite hope and foster human connection.

Position: Communications and Marketing Manager

Duration: Permanent, full-time

Number of hours: 35 hrs/week

Work schedule: Monday-Friday (days)

Location: Head office in Dartmouth

Are you passionate about communications? Do you want to help thousands of Nova Scotians across the province get access to the supports they need? Are you energetic and motivated? If you thought to yourself “yes” to each of these questions, 211 Nova Scotia has the perfect opportunity for you!

Why 211 Nova Scotia?

At 211, we not only love to support our community, but we also love to support our team! We believe that a happy, engaging work environment brings out the best in each person. We value enthusiasm and positive energy. Everyone comes from different backgrounds and experiences, and we believe that your unique contributions will make a difference at 211. We welcome new ideas, and fresh perspectives. Come and join our dynamic team!

Our Opportunity:

The Communications and Marketing Manager is responsible for all the internal and external communications for 211 Nova Scotia. The Communications and Marketing Manager ensures the 211 brand is strong, consistent, and highly visible among all audiences. Reporting to the Executive Director, the Communications and Marketing Manager is tasked with developing and executing communications strategies for key audiences, both external and internal. Writing social media content and articles, updating the 211 website, media relations, handling promotional requests, and creating and conducting presentations with external groups are all key components of the role.

In this role, you’ll have the opportunity to partner with external organizations to develop communications for unique projects. You’ll also get the chance to attend different events to help promote 211 Nova Scotia and network with people in the community.



Key responsibilities include:

- Initiating strategic development, creation, and oversight of marketing and communications plans/strategies that will engage, inform, and inspire stakeholders and encourage use of our services.
- Leading content creation and management/monitoring of 211NS website and social media channels, including gathering metrics and adjusting plans/strategies accordingly.
- Writing and coordinating content for blog posts, articles, promotional materials, and internal and external communications (e.g., annual report, press releases, communications plans, briefing notes, emails, and long-form content on specific topics).
- Responding to information requests from stakeholders including community groups, media, and the public by providing information in various written and oral forms including both virtual and public-facing presentations.
- Using graphic design skills to create captivating digital and print materials, ensuring that outgoing documents and marketing follow a cohesive brand identity.

Our Ideal Candidate

You have a post-secondary diploma or degree in marketing/communications or journalism. An asset would be post-secondary credentials in website management & design or similar. You have a minimum of 3 years progressive work experience in the marketing and communications field and proven experience writing for a range of purposes including (but not limited to) website, social media, articles, descriptions. Media relations experience and experience working with a non-profit organization are considered assets. Equivalent combinations of education and experience may be considered.

Skills and Abilities:

- Excellent oral and written communication skills
- Exceptional interpersonal skills including the ability to develop effective working relationships with people at all levels (internal and external), as well as demonstrated presentation skills to a variety of audiences
- Demonstrated understanding and application of diversity, equity and inclusion principles and practices
- Experience in managing a website that uses WordPress as its content management system
- Knowledge of social media platforms (Facebook, Instagram, Twitter, and LinkedIn) with an ability to determine the best applicability of each
- Excellent proof reading and copy-editing skills
- Demonstrated ability to read and interpret social media and web analytics, and to adjust marketing campaigns accordingly
- Demonstrated ability to implement tactics to help maintain and strengthen organizational awareness and messaging
- Demonstrated ability to develop and deliver communications strategies and plans
- Demonstrated ability to manage projects, coordinate contributors, and meet deadlines and objectives
- An ability to work independently under minimal supervision
- Competency with Microsoft Office (Outlook, Word, PowerPoint, Excel)
- Competency with Adobe software (Acrobat, InDesign, Photoshop, Illustrator) and other graphic design softwares (e.g., Canva)

**What We Offer:**

- Flexible work schedule (in office and remote options available)
- Paid leave including vacation, illness, medical appointment, and family leave
- Dental care
- Extended health care
- Group Retirement Savings Plan matching
- Free parking on-site
- Employment Assistance Program
- On-site gym

Our Commitment to You

We embrace and encourage our employees' differences in age, color, physical and mental ability, family or marital status, gender identity or expression, language, national or ethnic origin, race, religion, sexual orientation, socio-economic status, veteran status, and other characteristics such as personality and personal interests that make our employees unique.

All applicants who are members of an employment equity group are encouraged to self-identify.

We support a safe workplace and have a commitment to following all public health requirements and guidance. Previous employment references and a current clean Criminal Reference Check will be required.

How to Apply

Please submit a cover letter highlighting your qualifications for this role, along with your resume, via email, to Hiring Manager at employment@ns.211.ca. We thank all applicants in advance for their interest, however, only those selected for an interview will be contacted.