



## **REGIONAL MUNICIPALITY OF WINDSOR AND WEST HANTS**

### **Strategic Communications Advisor Full Time Permanent Position Job Posting**

## **BRING YOUR POSITIVE ENERGY AND BE A PART OF NOVA SCOTIA'S NEWEST REGIONAL MUNICIPALITY**

The Region of Windsor and West Hants Municipality is a diverse collection of rural & urban communities conveniently located in equal proximity to Halifax, the Valley, and Truro; but yet, its own cultural blend that brings quality family living, diversity, fun & festivities, and service centres together. If you are enthusiastic and driven and want to be part of a fun & energetic organizational culture; keep reading!

We are currently accepting applications to fill the position of Strategic Communications Advisor.

Reporting to the Administrative Supervisor, the Strategic Communications Advisor provides advice and delivers on many aspects of internal and external communication by development and implementation of a communications strategy.

The preferred candidate must have the following:

- A valid Nova Scotia Driver's License
- Access to a reliable vehicle
- Post-secondary education in Communications preferred
- Marketing and public relations or related field experience
- Strong computer skills: a high proficiency in MS Office (Word, Excel, PowerPoint and Outlook) is essential.
- Digital communications experience in content management systems and social media channels.
- Demonstrated expertise with a variety of marketing and communications media including publications, web sites, new media, broadcast and print media.
- Experienced with deadline conditioned working environments.
- Superb communications skills, both written and verbal.

As this is a newly created position, there is opportunity to help shape its role in terms of overall responsibilities and how it fits in to our organizational culture and structure.

A complete copy of the job description can be obtained on any of the following:

- [www.strongerregion.ca](http://www.strongerregion.ca)
- <https://www.town.windsor.ns.ca/employment-opportunities.html>
- <https://www.westhants.ca/current-opportunities.html>

**Position Title:** Strategic Communications Advisor

**Department/Division:** CAO Office

**Reports To:** Administrative Supervisor

**Direct Reports:** No

**Classification:** Full-time

---

**Position Summary:** The Strategic Communications Advisor provides advice on external communications and input into communications strategies, including issues and crisis management; with the purpose of assisting the municipality in sharing information and building positive relationships with stakeholders. The Strategic Communications Advisor implements and evaluates communications strategies that increase public awareness and understanding of the Regional Municipality of Windsor and West Hants initiatives; provides advice on complex issues affecting both internal and external stakeholders and plays a role in communicating the municipality's mandate.

---

- Manages the end-to-end delivery of innovative and effective communications products, services, and strategies.
- Leads teams in the implementation of communications tools and tactics.
- Provides expertise in coordinating, organizing and/or delivering media events and news conferences, as required.
- Prepares or oversees reports, briefs, web content, social media content, press releases, and other products.
- Coordinates the development and implementation of communications strategies and ensures that communications with external audiences remains a priority.
- Identifies and analyses potential issues that may develop as a result of municipal policies, programs or Council decisions; and recommends effective responses;
- Develops crisis communications plan(s).
- Assists the Emergency Measures Organization, as needed.
- Assists senior staff in identifying ways to increase the effectiveness of existing tools, processes and procedures for internal and external communications.
- Provides professional advice to managers regarding communications issues or opportunities.
- Assists in issues management by providing advice and support.
- Ensures that communications support is provided to decision-making on human resource issues such as labour relations, restructuring and realignment, and business process change.

**JOB DESCRIPTION  
STRATEGIC COMMUNICATIONS ADVISOR**

- Facilitates accurate and timely communication of information on municipal issues by maintaining positive relations with internal and external organizations.
- Identifies trends in public opinion and media coverage; briefs staff on those trends and provides strategic advice on building and maintaining positive relationships between the municipality and its various stakeholders.
- Builds and maintains positive working relationships with local and regional media.
- Ensures public understanding of the municipality's initiatives by implementing and evaluating communication strategies that include research, analysis of issues and assessments of stakeholder opinions.
- Advises and supports business units in the analysis and implementation of new communications initiatives and special projects.
- Responsible to ensure advertising and messages within or on municipal properties are appropriate and in alignment with municipal values (Ex: advertising and messaging within municipal sports facilities, at community events and social activities)
- Responsible for the oversight and compliance of the community brand. All departments, Council activities and the greater community will be required or encouraged to adopt the community brand. The SCA will work with all staff and community stakeholders to display and ensure the brand and its principles are kept front and center through the planning, decision making, project, special event activities and day-to-day operations.
- Responsible for the creation of a communications strategy.
- Monitor and advise the CAO and Mayor regarding council compliance with communication strategy and code of conduct.
- Perform other job-related duties as assigned.



Personal information collected through the recruitment process will be used solely to determine eligibility for employment and handled in accordance with the Freedom of Information and Protection of Privacy Act, Nova Scotia.

Qualified applicants are invited to submit their CV or resume with cover letter (merged into one PDF document) with “Strategic Communications Advisor” in the subject line no later than 4:30pm on Thursday, February 20, 2020 to the attention of Shelleena Thornton, Administrative Supervisor, Region of Windsor and West Hants Municipality – [sthornton@town.windsor.ns.ca](mailto:sthornton@town.windsor.ns.ca)