

## **COMMUNICATIONS OFFICER**

Town of Lunenburg, Nova Scotia

Located on Nova Scotia's South Shore, the town of Lunenburg is a diverse and vibrant community of +2300 year-round residents with numerous seasonal residents. Lunenburg is a coastal town offering a multitude of cultural and recreational opportunities, which supports a quality lifestyle and is within a short driving distance to Halifax and Stanfield International Airport.

Lunenburg maintains a diverse balance of initiatives that focus on community, environment and development providing quality municipal services to the community, is a priority. Lunenburg Town Council and Staff are committed to ensuring residents, business owners and visitors fully enjoy the best of Lunenburg, a UNESCO World Heritage Town.

In promoting economic growth Lunenburg Town Council is ensuring the community is diverse and competitive with the necessary resources to respond to a local economy that is global in focus. A vital aspect to enhancing a community's quality of life results from generating additional business opportunities, creating a diverse and sustainable economic base, providing increased employment opportunities and the support of appropriate growth strategies. Lunenburg Town Council and Staff are focused on facilitating the advancement of over two hundred well established local businesses. The Town is ready to meet existing and new community development opportunities. Lunenburg has a fully developed Comprehensive Community Plan.

We are looking to hire a dedicated Communications Officer to join our team.

As the Communications Officer you will be an integral member of the senior management team reporting directly to the Chief Administrative Officer. In this role of Communications Officer, you will be responsible for leading the development and delivery of communication strategies, stakeholder communications, project communications, media relations, distribution of publicity materials, and managing all communications related activities pertaining to the Town of Lunenburg and Council. This position has one direct report.

### **YOUR ROLE:**

- Work with senior management to develop and implement effective communications strategies
- Provide advice and support to Mayor and Council ensuring they are continuously well informed and prepared to speak to Town issues and initiatives
- Monitor, interpret, and analyze information across all service areas within the Town and community to identify communications issues and opportunities

- To be primary contact for media, stakeholders and public for interview requests, information requests. Co-ordinate media briefings.
- Develop and maintain strong working relationships with community organizations, other municipalities, and other levels of government
- Proactively develop positive and professional working relationships with internal and external stakeholders
- Oversee the Towns social media platforms and engage the online community, serve as online spokesperson
- Serve as lead website administrator, overseeing content management and maintenance.
- Research, best practices in communication and is lead in proposing new communications/advertising initiatives to be implemented
- Serve as senior Public Information Officer
- Ability to work independently, confidentially, and diplomatically

#### **YOU POSSESS:**

- Post-Secondary degree in communications, public relations, marketing, journalism or related field, or an equivalent of education and experience
- Minimum five (5) years experience in public relations, media relations and communications related to government communications
- Experience in online communications, development of effective online content, knowledge of trends and needs of online audiences and campaigns to support business goals and objectives,
- Strong consultation skills
- Excellent writing and editing skills
- Ability to proactively develop positive and professional working relationships with internal and external stakeholders
- Excellent interpersonal, public speaking and customer service skills with demonstrated ability to exercise tact, leadership, good judgement, and diplomacy
- Minimum of five (5) years supervisory experience
- Excellent time management and organizational skills
- Proficient in Microsoft office products, Adobe - InDesign /other design software. Knowledge of Photoshop and Illustrator an asset
- Proficient in WordPress and solid understanding of website design, processes and SEO relating to websites and online communication
- Ability to work overtime, evenings, and weekends
- Thorough knowledge of English both written and spoken, additional language(s) an asset

**WE OFFER:**

A competitive salary commensurate with experience. The Town of Lunenburg offers a comprehensive Benefits package including defined contribution Pension Plan.

Closing Date: December 02, 2022 – 4:00PM AST

Please send cover letter and resume in confidence to:

Email: [hr@townoflunenburg.ca](mailto:hr@townoflunenburg.ca)

With COMMUNICATIONS OFFICER in the subject line.

We thank all candidates for your interest – only those selected for an interview will be contacted.

All Candidates must be legally eligible to work in Canada.

*The Town of Lunenburg is committed to the fundamental principles of Equal Employment Opportunity and in accordance with the Nova Scotia Human Rights Act and Accessibility Act.*

Check us out!

[www.townoflunenburg.ca](http://www.townoflunenburg.ca)