



Communications Specialist

Full-time, regular

The North Grove strives for a staff team that is diverse and reflective of our community. Individuals who identify as Indigenous, African Nova Scotian, Black and/or other racialized persons or another group that is under-represented in workplaces such as LGBTQIA2S+ or individuals with disabilities are encouraged to apply and self-identify.

About The North Grove

The North Grove (www.thenorthgrove.ca) is a dynamic community hub, situated in the heart of Dartmouth North, one of Halifax's most challenged and resilient communities. Our Family and Community Food Centre offers programs, services and space for people to learn and connect through family support, food, and friendship.

Our approach is rooted in a strengths-based practice. This practice recognizes that all members of our community have resourceful and resilient qualities and strives to support individual's self-determination. We seek applicants who share our commitment to working within this model.

The Opportunity

We are looking for a full-time Communications Specialist to join our team. The Communications Specialist is our chief connector and storyteller, responsible for spreading the word about The North Grove's programming and impact among all our key audiences including staff, community members, volunteers, partners, and funders.

They will develop and execute strategies and campaigns that build awareness of the organization and support its fund development activities.

Our ideal candidate is a communicator who loves to listen, learn and share what they see and hear. They are thoughtful, conscientious and open to a wide variety of experiences and points of view. Above all, they want their work to make a difference in the world.

The successful candidate will be curious and nimble, able to meet deadlines and manage emerging issues as they arise. They will relish the opportunity to develop meaningful



connections with The North Grove community, including program participants, volunteers, and funders.

Hours: Full-time (37.5 hours/week)

What you will do:

Communications

Reporting to the Director of Partnership Development, the successful candidate will:

- Develop and implement a wide range of communications strategies for the organization's key audiences including staff, community members, volunteers, partners and supporters
- Manage and create content for our communications platforms including:
 - our robust social media presence (Facebook, Instagram, Twitter, LinkedIn, YouTube)
 - website (Wix) and donation pages (CanadaHelps)
- Grow our electronic newsletter audience and help us customize their experience (Mailchimp)
- Collaborate on developing and executing events and fund development campaigns such as our end of year campaign
- Work with the program team to identify, invite and interview program participants to collect and write impact stories
- Act as the primary liaison with integral partners such as our photographer, videographer, and printer

Brand Ambassador

The North Grove has more than 25 years of experience in Dartmouth North, but our new name is only two years old. Your dedication to building brand excellence is important to growing our awareness:

- Promote and safeguard our brand guidelines when engaging in design work
- Support staff in their ongoing adoption and use of the brand
- Act as a model of brand excellence in all content creation including social media ads, web pages, posters, reports etc.

North Grove Community Member

- Participate in broader activities that support the organization: tours, videos, fundraising opportunities, posting program information, special events, internal committees, etc.
- Support our Equity and Inclusion Committee as it develops its communications strategy and needs



What you will bring:

- Experience and interest in working with diverse communities using a strengths-based approach, showing sensitivity to those who experience poverty/discrimination
- Education in a related field of study or equivalent experience
- Excellent organizational skills and attention to detail
- Comfort in every step of the content creation process including:
 - Clear, concise writing skills
 - Strong visual communication and an aptitude for design (experience with Canva and/or InDesign)
 - Experience with social media platforms and posting
 - Ability to update and edit blog & webpages (experience with Wix and/or website design is an asset)

We encourage you to check out our social media platforms and website for more about who we are and the kind of communications we share.

Salary range: \$40,000 to \$50,000 annually, with robust vacation, benefits, and pension program.

To apply, please send a cover letter and resume by email to Anne-Marie McElrone amcelrone@thenorthgrove.ca under the subject line: **Application for Communications Specialist**.

Only applicants selected for an interview will be contacted.

Interested candidates should send resume and letter of interest to the email address listed above by **Monday, September 19, 2022**.

