



POSITION TITLE: BRANDING AND COMMUNICATIONS MANAGER

POSITION DETAILS: Full-time, 40 hours per week (Evening and weekend work may be required)

POSITION LOCATION: Halifax, Nova Scotia

POSITION START DATE: February 2022

DIRECT REPORT: Director of Development

DEADLINE TO APPLY: 4:30pm, January 25, 2022

Competition # 2022-003

Program Summary:

The Branding and Communication Manager directs and leads all elements of Autism Nova Scotia's marketing and communication portfolio. Reporting directly to the Director of Development, they lead a communications team to develop public relations strategies, produce high-quality content, and maintain a positive reputation to build the organization's overall brand. As a member of the management table, they work closely with other departments to ensure Autism Nova Scotia's key messages are consistent in its tone, design, and execution.

Responsibilities Include:

- Lead, develop and implement the organization's digital strategy and content marketing, including measuring reach and impact
- Oversee ongoing development and maintenance of website and its communications strategy
- Champion and strive standards for accessibility in all of the organization's communication efforts
- Develop and create tools and tactics to continuously build stakeholder and partner relations for the purpose of advancing knowledge and understanding of ANS
- Oversee and manage branding and communication projects involving regional autism centers across the province
- Manage the Communications Team's content calendar and maintain a positive, visible presence across a variety of social media channels
- Coordinate and manage the production of all outreach collateral including email communication, print materials, annual report, newsletters, and print/digital ads
- Lead the organization's media relations efforts, including developing key messages, working closely with Executive team to provide timely support on crisis & issues response, and media engagement across the province
- Support Development Team in fundraising and fund development efforts as required, but not limited to engaging donors and supporters through directed campaigns, partnerships, and events
- Other duties as required

Qualifications:



- A Post-secondary education in a related field/program (Communications, Public Relations and/or Journalism) preferred or equivalent experience accepted
- A Criminal Record Check and Child Abuse Registry Search is required
- Up to date first aid and CPR certification is considered an asset
- Up to date Non-Violent Crisis Intervention certification is considered an asset

Minimum Knowledge and Experience:

- 4-6 years working experience in Communications, Public Relations and/or Journalism field, ideally within a non-profit context
- Team management and supervisory experience is required
- Direct experience or knowledge of neurodiversity would be considered an asset

Minimum Skills and Ability:

- Familiarity and comfort working with marginalized and or vulnerable communities
- Strong internal and external communications skill

Essential and Other Related Job Duties:

- A valid Driver's License and access to a reliable vehicle

As a Proof of Vaccination organization, all Autism Nova Scotia staff are required to be fully vaccinated. Those who cannot be vaccinated due to medical, religious, or cultural reasons must wear a mask at all times, practice social distancing, and sanitize their hands upon entry while inside Autism Nova Scotia offices or community program spaces. In addition, proof of a negative COVID-19 test taken within the last 48-72 hours will be required.

Work Environment:

Salary:

A cover letter and resume should be submitted to Amanda Alexander at aalexander@autismns.ca by 4:30pm, January 25, 2022.

Accommodations: Please state any interview accommodations (required) in your cover letter.

Thank you for your interest, however, only applications selected for an interview will be contacted.