

Join our team!

Position: Manager of Public Relations and Communications
Job Type: Full-time
Job Level: Experienced
Location: Halifax (Hybrid)
Salary: Starting rate of \$74,250 annually

The Opportunity

As the Manager of Public Relations and Communications your responsibilities will include, but are not limited to:

Communications Strategy & Leadership

- Develop/ manage briefing reports, budgets, critical paths before, during and after projects
- Plan, organize and direct/oversee multiple projects and activities with varied timelines and priorities
- Provide strategic communications leadership to all PSOs.
- Participate as a member of the Senior Leadership team; provide oversight and leadership to the efficient and effective operations of all SNS programs and functions
- Create original content for a Sport Nova Scotia blog
- Lead the creation process for Sport Quarterly including story ideas and editing
- Comms support to SNS team programs (e.g. Reindeer Games, Sport Fair, etc.)
- Oversee the creation of the writing projects including communications plans, Sport Fund profiles, bios, social media posts, athlete of the month, Support4Sport Awards
- Partner with Graphic Designer to provide copywriting expertise to match design objectives

Communications Tools Development and Implementation

- Responsible for the development of a wide variety of communications tools and materials (print, web, video, social media, reports, proposals, news releases etc.)
- Oversee the internal/external processes of working with and managing graphic designer, copywriters, production designers, digital team, video and multimedia developers
- Consult with PSO's for communications support
- Develop and manage briefing reports, budgets, critical paths and other relevant planning documents
- Plan, direct, oversee communications projects

Leadership and Development

- Support team and provide hands on assistance
- Provide effective ongoing coaching and feedback
- Set goals and evaluate success annually for all reporting staff
- Develop standards and training strategy for all reporting staff
- Conduct annual performance review for reporting staff

Brand Management

- Responsible for working with the director of marketing and events to maintain SNS's brand through tone and vocabulary as it pertains to communications materials and deliverables

Support4Sport Awards

- Oversee the awards component of the S4S Awards including setting up the nomination software (Award Force), judging meetings, media relations, program writing

Advocacy and External Relationships

- Develop and execute of all advocacy and communication strategies (campaigns include The Pledge, Get More from Sport, Only Six Words, and others)
- Develop and implement government relations campaigns in the lead-up to elections when appropriate
- Provide national and provincial leadership and strategic development on emerging issues in the sector

Team Participation

- Build and maintain effective and collaborative networks and relationships with colleagues and stakeholders
- Participate regularly in staff meetings, events, and staff training

Who We Are

Sport Nova Scotia is a non-profit, non-government, equal opportunity organization dedicated to the development, administration and promotion of amateur sport.

We offer supports to a network of over 50 Provincial Sport Organizations in areas including Marketing, Public Relations and Communications, Human Resources, and Financial Services.

As part of our team, you will receive perks including:

- RRSP Matching Program
- Health, Dental, Life, Long-Term Disability Benefits
- Hybrid Work Schedule - 2 Remote Work Days Weekly
- Personal Days – 2 Annually
- Paid Holiday Shut Down – Christmas through to the New Year

- Ability to Accumulate Lieu Time
- Corporate Gym Rate
- Annual Fitness Credit
- Employee Family Assistance Program (EFAP)
- Paid Sport Volunteer Days
- Professional Development Opportunities

Who You Are

The qualifications and skills that would make you successful in this role include:

- A degree in public relations or related field.
- 3+ years of relevant experience, preferably in a managerial role.
- A proven understanding of brand and strategic communications
- Comfortable working with the Microsoft Suite (Teams, Word, Outlook, PowerPoint).
- An understanding of the Nova Scotia Sport System would be considered an asset.

How to Apply

To view the complete job description and to apply please click [Here](#).

Resumes and cover letters should be submitted by 4pm on February 7th.

We want to thank all applicants for their interest, but we will only be contacting those individuals who have been selected for next steps.