

Job Profile - Western Regional Enterprise Network (Western REN) Communications Coordinator

Deadline for application: Monday June 24th, 2024 at 4:00pm.

The Western Regional Enterprise Network (Western REN) encompasses the Municipalities of the Districts of Barrington, Clare, Argyle, Digby and Yarmouth and the Towns of Digby and Yarmouth. The Western REN's role is to guide and navigate regional development in Western Nova Scotia, supporting business growth in communities. The Western REN operates as a connector among economic development partners, supports business growth and retention and provides regional leadership on economic development priorities.

Job Purpose

Reporting to the CEO, (Western REN), the Communications Coordinator will employ their high level of expertise in the field of communications in the service of the Western REN Board and CEO, and will play the lead role in communications for the Western REN.

Status: Full-time

Salary Scale : Between 54K-72K

Roles and Responsibilities

The Communications Coordinator will perform a wide range of duties including but not limited to the following:

- Create and implement a communications plan for the Western REN which considers the Western REN's three-year regional economic development strategy and is reflective of provincial and regional economic development priorities
- Cultivate close working relationships with the business community and work with key partners
- Play an integral role in creating and delivering information, both inside and outside the organization
- Compose press releases and other communication materials
- Maintain social media platforms
- Manage Western REN website
- Create and manage distribution lists
- Create marketing strategies and develop content
- Plan and develop media buys
- Organize events and working groups
- Manage communications budget
- Prepare organizational content, including publications, reports, and success stories.

Must Have Qualifications

- Post-secondary level education in a relevant discipline from a recognized academic institution; degree or diploma in Business Administration, Commerce, Public Relations or similar designation
- Valid Driver's License
- Knowledge of business theories and practices

Communication Skills

- Strong writing skills
- Social media experience
- Attention to detail and solid planning skills when approaching a project
- Excellent proof reading and editing skills
- Needs to possess a positive, optimistic attitude
- Proven interpersonal skills, being able to exercise sound judgement, tact and discretion when dealing with others
- Ability to work effectively and efficiently with minimal direction
- Experienced in working with Word, Excel, PowerPoint , Publisher, Canva, Sendible and other similar tools.
- Ability to prepare well thought out proposals and make recommendations
- Ability to network with communities, economic development professionals and a wide variety of other organizations (well beyond the scope of the local community)
- Ability to work effectively with community leaders, diverse community groups and all levels of government
- Political acuity and sensitivity along with exemplary presentation and analytical skills

Nice-to-have skills and qualifications

- Bilingualism (English and French) would be considered an asset
- Good understanding of budgeting

Working Conditions

- The Communications Coordinator will work in both an office environment and in the field and will work a standard work week. Flexibility in working hours is required as some work will happen outside of the standard work week. Place of work to be determined, candidate to provide an indication of preference. Travel throughout the region will be required.

Please send your CV and cover letter by 4:00pm June 24, 2024th to:

Angélique LeBlanc, CEO
 Western Regional Enterprise Network
hr@westernren.ca

We wish to thank all applicants for their interest; however, only candidates selected for an interview will be contacted.