



POSITION TITLE: Senior Marketing and Communications Officer

Term: Full Time

Location: Halifax

Reporting to: Executive Director

Who We Are

Brigadoon Village passionately transforms the lives of Atlantic Canadian children and youth living with health conditions and other life challenges. We help them reach their full potential through experiential learning, meaningful connections and exceptional fun.

Our facility is located on Aylesford Lake in the beautiful Annapolis Valley, NS. Our marketing, fundraising and administration team work out of a central office in the Hydrostone Market in Halifax, NS.

Position Summary

Brigadoon Village invites applications for the position of Senior Marketing and Communications Officer. Reporting to the Executive Director, this role is responsible for the strategic development and implementation of Brigadoon's marketing and communications plan, branding, social media management, and grant writing support.

This position is a full time, permanent position reporting to the Executive Director.

Key Responsibilities

- Develop, implement, and evaluate Brigadoon's Marketing and Communication Plan with the support from the Communications Committee and the Executive Director.
- Develop a social media strategy and supervise Brigadoon's Digital Marketing Coordinator in its execution.
- Work closely with partner organizations and Brigadoon staff team to develop organization wide promotional strategies
- Develop content, write, edit and layout for timely and consistent donor and family communications
- Oversee the creation and production of marketing collateral for camp programs, general branding, facility rental, and donor relations
- Establish and maintain relationships with media (radio, print, and television).
- Purchase advertising space to help leverage Brigadoon's brand and raise awareness about upcoming camps, events, initiatives, and donor recognition.
- Write and edit various communications materials including speaking notes, media releases, funding proposals, feature stories, and articles.
- Act as a brand manager within the organization to ensure consistency of brand standards and key messaging and ensure staff and volunteers are provided with consistent key messaging according to Brigadoon's brand standards
- Develop proposed marketing budget and to ensure all marketing and communications initiatives are properly allocated throughout the year.
- Assist in the overall planning, promotion and execution of signature and third party events and corporate initiatives.

Qualifications

- Post-secondary education in Communications, Public Relations, or other related field.
- 5+ years of experience working in communications (non-profit experience is considered an asset).
- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Exceptional writing skills and proven ability to adapt to a particular tone of voice depending on target audiences
- Demonstrated ability to multi-task within a fast-paced, demanding environment of competing priorities.
- Demonstrated ability to work independently but collaboratively and with excellent communication practices.
- Proficient in the use of CMS systems and website management
- Experience managing and creating engaging content for social media outlets and tools (Facebook, Twitter, Instagram).
- Proficient with all Google Tools (AdWords, Analytics, Keywords, etc.)
- Proven ability to multi-task within a fast-paced, demanding environment of competing priorities.
- Exceptional interpersonal, verbal and written communication skills.
- Demonstrated understanding of effective communications/community relations/government relations/media relations stakeholder and brand management.
- Demonstrated ability to effectively and efficiently write grant proposals.
- Valid NS Driver's License and access to a vehicle.

Working Conditions

This full time position is based on 37.5 hours per week and is based out of Brigadoon's Halifax office. The position may require occasional travel both to our valley location and for events. The successful candidate must have access to a reliable vehicle.

Although the bulk of the work is done in normal office hours Monday to Friday, it is important that this role will require occasional after-hours work, including events and meetings.

This position includes a vacation package, medical benefits and an environment that promotes work-life balance.

Join our team!

To Apply:

- Please forward your cover letter, resume and salary expectations, no later than February 15th, 2019 to careers@brigadoonvillage.org (please merge your cover letter and resume into one document).
- If selected for an interview, please be prepared to submit a portfolio demonstrating writing and design skills.
- We thank all candidates for their interest, however only those under consideration will be contacted.
- Offer of employment is conditional upon the completion of all applicable background checks and confirmation of credentials, the results of which must be satisfactory to the employer or will result in termination of your employment. Checks may include one or all of the following checks: Reference / Employment Verification, Criminal Background, and Education.

Brigadoon Village is an equal opportunity employer.