

INTERNAL AND EXTERNAL JOB POSTING

Advisor, Communications & Marketing

About us

Immigrant Services Association of Nova Scotia (ISANS) helps immigrants build a future in Nova Scotia. With over 40 years of experience, it is the leading immigrant settlement service agency in Atlantic Canada. It serves over 17,000 clients annually from 200 countries of origin in communities across Nova Scotia, with over 420 full-time and part-time staff, 300+ volunteers, and 98 interpreters.

It delivers innovative and effective programs and services in the sector, fosters organizational partnerships, and applies a diversity and inclusion lens in all its activities. As the front door to many immigrants, ISANS seeks to create a safe, welcoming, inclusive community where all can belong and grow, building a stronger Nova Scotia.

ISANS reflects the diversity of its community, with varied languages, experiences, and unique perspectives that inform its client-centered pathways. Through partnership, professionalism, and accountability, ISANS seeks to empower clients and staff to collaborate, learn, and grow together—personally and professionally. The Communications portfolio supports ISANS by providing credible, relevant, timely information to newcomers, stakeholders, and communities across Nova Scotia. Our team creates opportunities for newcomers to engage with ISANS, enhancing awareness and understanding of our programs and services to contribute to our mission of helping immigrants build a future in the province. We specialize in strategic counsel, issues management, media relations, digital content development, and crisis communications, utilizing traditional and emerging channels to communicate with diverse audiences effectively.

About Our Opportunity

Create an empowering journey: Join ISANS as our Communications and Marketing Advisor!

Are you ready to make a lasting impact on the lives of newcomers and shape the future of immigration services in Nova Scotia? ISANS is thrilled to announce an extraordinary opportunity for a passionate Communications and Marketing Advisor to join our dynamic team!

In this pivotal and dynamic role, you'll be at the forefront of crafting innovative communication strategies that amplify ISANS' vital work and foster meaningful engagement with immigrants. As a key player in our vibrant, multicultural environment, you'll:

- Develop compelling narratives that resonate with diverse audiences
- Lead integrated communications and Marketing strategies to enhance ISANS' awareness
- Create engaging digital content that showcases our programs and services
- Provide strategic communications advice aligned with organizational priorities

We're seeking a talented professional who thrives in culturally diverse settings and is dedicated to promoting inclusion. Your expertise will be instrumental in building a welcoming community where everyone can belong and grow.

If you're passionate about using your communications skills to make a real difference, this is your chance to shine. Join us in strengthening Nova Scotia through strategic communication and public engagement. Your work will directly contribute to the success stories of newcomers in our province. Don't miss this exciting opportunity to be part of something truly meaningful. Apply now, and let's embark on this rewarding journey together!

ISANS is seeking two full-time **Advisors, Communications & Marketing** to develop and implement integrated internal and external communication plans and campaigns to raise awareness of ISANS programs and services, advance stakeholder relationships, and expand external audience reach through various channels. Collaborate across teams to plan, execute, and evaluate traditional and digital activities. Support internal communications, ensure brand consistency, and develop and review high-quality content.

Reporting to the Manager, Communications & Marketing, this position is responsible for:

Communications and Engagement:

- Develop, implement, and evaluate communications plans, activities, and content calendars for diverse stakeholders
- Create written materials, including feature stories, press releases, FAQs, and newsletters
- Identify and understand audiences to provide guidance, tools, materials, and coaching to internal audiences to ensure target-tailored message delivery
- Ensure organizational messaging and branding consistency
- Define clear, measurable objectives for communication efforts

Programs Support:

- Develop, implement, and evaluate communications plans and content based on client needs to inform and attract new immigrants to programs and services and the areas in which we advocate for clients across various channels
- Design online and print materials that bring the ISANS brand to life in creative and engaging ways, building followership among key audiences.
- Advise program staff on communications and public engagement activities
- Manage social media platforms, analyze campaign performance, and monitor media requests
- Develop consistent program messaging and storytelling opportunities aligned to the overall ISANS brand
- Collaborate with program teams to identify opportunities to tell compelling stories through traditional and social media channels

Internal Communications:

- Develop, implement, and evaluate internal communication plans, activities, guidelines, and programs designed to provide employees with relevant and timely information that is inspiring and purposeful
- Partner with internal support teams to communicate ISANS vision and to build a culture of empowerment
- Manage intranet content and channels
- Plan and execute employee events
- Act as Communications liaison with staff teams

Supporting Responsibilities:

- Proofread and edit communication material, reports, and proposals
- Monitor and report on key performance indicators
- Support and promote the use of ISANS editing guidelines
- Maintain inventory of existing communications materials and equipment
- Support implementation of ISANS Alerts system and EDI communications

General responsibilities:

- Provide information for internal/external documents, including immigration statistics and trends
- Participate in meetings, committees and work teams as required
- Attend and provide support at ISANS events
- Stay informed about current trends in communication strategies and technologies and recent developments and emerging issues in the immigration sector
- Collaborate with different departments to gather information and create compelling messaging
- Manage multiple projects simultaneously and work cross-functionally with various partners
- Perform other duties as required

The ideal candidate for this position will have the following:

Skills

- Ability to work across communications and marketing disciplines
- Exceptional writing, editing, and proofreading skills
- Strong skills in social media and online engagement strategies with demonstrated success in developing compelling content and engaging audiences
- Strategic thinking, analytical and decision-making skills
- Ability to complete work independently and as part of a team
- Excellent organizational and time management skills to thrive in a fast-paced working environment and attention to detail
- Ability to effectively manage multiple tasks and competing priorities, delivering materials within tight deadlines
- Ability to support internal and external collaborative relationships
- Excellent relationship-building skills
- Storyteller

Knowledge

- Knowledge of best practices related to corporate communications, engagement, public relations, media relations and social media
- Knowledge and experience in research and analytical techniques, as well as experience using analytics to make strategic communications decisions
- Experience with Adobe Creative Suite and/or Canva (graphic design and video skills)
- Experience with computer programs and databases; data input, queries, generating/developing reports, spreadsheets, and presentation documents
- Proficiency in Microsoft Office/Microsoft 365
- Experience with HTML, CSS an asset

Experience and Education

- Minimum of 5 years of relevant experience in communications, marketing or engagement
- Experience working in a cross-cultural environment
- A university degree and/or post-secondary study in communications, marketing, advertising, digital communications, public relations or a related field
- Equivalent combination of education, training and experience.

ISANS Core Competencies

Cultural Competency; Equity, Diversity & Inclusion

- Embracing the value that different perspectives and cultures bring to an organization

Collaboration

- Working collaboratively with others across the organization to achieve shared objectives

Continuous Learning

- Continually seeking new knowledge and skills, as well as developing existing capabilities

Innovative Thinking

- Introducing new ways of looking at problems and developing useful ideas that are new, better, or unique

Accountability

- Holding self and others responsible and accountable to being transparent and principled in our approach and to meeting commitments

Respect

- Actively encouraging an environment of fairness, honesty and integrity for all

Terms of Employment:

- Indefinite term contracts
- Full-time 35 hours per week
- Hybrid work environment: work location will be determined by operational requirements, prioritizing ISANS mission and clients to determine the right balance of in-person and virtual work.

Commencement Date: ASAP

Closing Date: Wednesday, September 25, 2024- 4:00pm

To apply: Please e-mail your resume and cover letter merged into one document to careers@isans.ca, stating the title of the position you are applying for in the subject line.

ISANS is dedicated to inclusiveness, equity, and accessibility. We are seeking talented individuals to join our team and welcome applications from all diverse groups. We encourage applicants to self-identify in their cover letter and request any accommodation required to support them during the recruitment process.

Only those eligible to work in Canada will be considered.

**We wish to thank all applicants for their interest and effort in applying for this position.
However, only candidates selected for interviews will be contacted.**