



Communications & Marketing Specialist

ABOUT THE TOWN OF NEW GLASGOW

The Town of New Glasgow, nestled along the scenic riverside of Northern Nova Scotia, stands as a vibrant and pivotal commercial center for Pictou County. Here at the Town of New Glasgow, we take pride in our dynamic and flourishing financial and professional sectors, upholding a longstanding tradition of excellence that permeates entrepreneurship, education, social leadership, athletics, entertainment, and all levels of government. Our town is a testament to history, adorned with architectural gems that narrate the past, but we are also committed to moving forward and continuously expanding our offerings to enrich the lives of our residents and visitors alike. New Glasgow presents an ever-growing array of amenities, including vibrant arts and culture centers, a diverse selection of restaurants and entertainment venues, and an abundance of lush parks and trails. These facets converge to cultivate a thriving community and bolster our local economy.

THIS MOMENT, THIS POSITION

The Town of New Glasgow is excited to be hiring a Communications & Marketing Specialist. We are seeking a dynamic and creative Communications & Marketing Specialist to join our team. Reporting to the Director of Human Resources and Corporate Communications, this position plays a vital role in enhancing the Town's public image, promoting our services and initiatives, while ensuring consistent and effective communication and marketing across various platforms. Additional duties include but are not limited to;

- **Marketing Strategy & Promotion**
 - Plan, develop, and implement strategic marketing and communication plans for council, departments, and committees.
 - Promote the Town of New Glasgow's economic advantages, community amenities, and quality of life through engaging campaigns and marketing material.
 - Partner with internal and cross-functional teams to develop and execute integrated marketing strategies that align with the Town's goals.
- **Content Creation & Digital Presence**
 - Design and produce marketing materials, advertisements, newsletters, and promotional content for digital and print platforms.
 - Manage the Town's website and social media accounts (Facebook, Instagram, YouTube), creating and curating content that informs and engages the community.
 - Monitor digital platforms, respond to public inquiries, and interact with followers in a professional and timely manner.
- **Communications Support**
 - Provide research and support to the CAO and Directors on communications best practices.
 - Assist with internal and external communications including but not limited to report writing and public information dissemination.



- **Community Engagement & Collaboration**
 - Support the planning and delivery of community events, programs, and public initiatives.
 - Collaborate with other departments and external partners to strengthen interdepartmental and community relationships.
 - Represent the Town at various outreach and promotional events.
- Other duties and special projects as assigned.

THE IDEAL CANDIDATE

The ideal candidate is a highly motivated, community-minded communicator who thrives on building relationships and bringing people together. They are not only skilled storytellers and strategic thinkers but also a visible and engaged presence at local events, Town initiatives, and public gatherings. With a finger on the pulse of New Glasgow's vibrant culture and evolving needs, they approach communication with authenticity, inclusivity, and creativity. Whether attending a festival, collaborating with local organizations, or amplifying community voices through digital media, they bring energy, professionalism, and a genuine passion for fostering connection and community pride.

EDUCATION AND BACKGROUND

- Post-secondary education in Communications, Public Relations, Marketing, or a related field.
- Proven experience in communications, digital marketing, or public engagement (municipal experience considered an asset).
- Excellent writing, editing, and graphic design skills.
- Proficiency in website and social media management tools.
- Strong organizational and interpersonal skills, with the ability to work independently and in team settings.
- Clear Criminal Record Check.

This is an exciting opportunity to play a key role in shaping and sharing the story of New Glasgow. If you're passionate about community, communication, and creativity, we want to hear from you!

All interested applicants are asked to submit their resume and cover letter to Rebecca Lewis-MacNeil, Director of Human Resources & Corporate Communications (rebecca.macneil@newglasgow.ca) on or before end of day Friday June 20, 2025.

STATEMENT OF INTENTION

We encourage applications from a wide spectrum of backgrounds and experiences, recognizing the immense value that diversity brings to our team. We're on a journey of learning and growth, continually striving to create a more inclusive and equitable environment. We encourage individuals from historically underrepresented communities, including Black, racialized, and Indigenous Peoples, members of the 2SLGBTQIA+ community, newcomers to Canada, and People with Disabilities, to apply.



We are committed to providing accommodation for individuals with disabilities at every stage of the hiring process. We recognize that there is always more to learn and improve upon in our journey towards greater inclusivity and humility.

THE TOWN OF NEW GLASGOW IS GUIDED BY KEY STRATEGIES THAT DEFINE OUR COMMITMENT TO PROGRESS:

Investment in Infrastructure: We believe in the power of well-maintained infrastructure to drive growth and prosperity.

Commercial Development: We actively promote a business-friendly environment, fostering economic expansion.

Environmental Stewardship: We are dedicated to preserving and enhancing our natural surroundings for current and future generations.

Downtown Revitalization: We are invested in revitalizing our town center, making it a vibrant hub for all.

Cultural Diversity: We celebrate diversity and actively work to build an inclusive community.

Strategic Partnerships and Regional Cooperation: We believe in the strength of collaboration and actively engage in regional initiatives.

Health and Safety: We prioritize the well-being of our residents and employees, ensuring a safe environment for all.

The Creative Economy: We recognize the vital role of creativity and innovation in driving economic growth.

As an employee in New Glasgow, you'll be part of a community that embraces growth, diversity, and progress. Join us in shaping a future filled with opportunities, both for personal and professional development, in a town that treasures its heritage while embracing a forward-thinking vision.

A complete job profile, outlining additional competencies, educational and experience requirements and working conditions can be provided upon request.