



New Glasgow
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Marketing and Communications Coordinator

The Town of New Glasgow is seeking an energetic individual for the role of Marketing and Communications Coordinator. This is a pilot role until the end of March 31, 2022 at which time, the effectiveness of the role will be evaluated for consideration to extend the term. The Marketing and Communications Coordinator will be responsible for developing the marketing and communication efforts of the Town. This includes managing the external and internal communications, by promoting a positive public image and managing the dissemination of the information on behalf of the Town.

Duties & Responsibilities:

- Develop, coordinate, manage, and monitor content across the Town's website and social media platforms which includes writing, building and/or editing digital posts/briefs.
- Monitor social media across all platforms including but not limited to Facebook, Instagram, YouTube, and Twitter by engaging in a professional manner answering questions and providing feedback.
- Ensure excellence and consistency in all written correspondence and social media communications.
- Plan and implement marketing strategies and materials for the Town that promotes activities, events and the quality of life offered in the community.
- Create and deploy internal and external communications on behalf of the Town.
- Supports the Town departments with promotion of communications of events, programs, public notices, newsletters, and citizen engagement initiatives.

The preferred candidate will hold a post-secondary degree, diploma, or certificate in a related field (Marketing, Communications, Public Relations, Journalism or equivalent. A minimum of two (2) years of demonstrated experience in the field of marketing and communications. Knowledge and experience **developing** and maintaining digital content and websites, social media management and creating content for digital distribution. The Marketing and Communications Coordinator must possess excellent writing and oral communication skills. Experience in municipal government or working with community-based organizations will be considered an asset.

A complete copy of the job description can be obtained at www.newglasgow.ca.

Closing Date and Applications – Qualified persons are invited to submit their resume with a cover letter, in confidence to the undersigned no later than Friday, October 29, 2021 at 4:00 p.m.

Thivjan Tharmaratnam, Director of Community Development
Town of New Glasgow
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The Town of New Glasgow values diversity and inclusiveness, and encourages applications from all qualified candidates including indigenous, visible minorities, and women. On behalf of the Town of New Glasgow, we thank all those who apply; however, only those selected for an interview will be contacted.