



### Statement of intention

CSCNS recognizes that staff and culture should reflect the diversity of the province. CSCNS is committed to being an intentionally inclusive and equitable employer and to leading the sector by creating an exemplary inclusive environment.

We encourage applications from African Nova Scotians, Aboriginal People, and other Racially Visible Persons, and Persons with Disabilities. If you are a member of one of the equity groups you are encouraged to self-identify in your covering letter or your resume.

### About CSCNS

The Community Sector Council of Nova Scotia (CSCNS) is committed to the success and sustainability of a vibrant network of over 6000 nonprofit and voluntary sector organizations that collectively contribute \$1.7billion in direct, indirect and spinoff benefits to the gross domestic product (GDP) of Nova Scotia. We connect, advocate for, and provide training opportunities to nonprofits, social enterprises and voluntary organizations across the province.

The sector contributes to our collective wellbeing by providing communities with inclusive social, cultural, health, recreational and economic programs and services. CSCNS supports the professional development of sector leaders by providing training programs that develop knowledge and skills in areas like human resource management and development, financial administration, diversity, governance, succession planning and other areas where formal training may be lacking. The CSCNS itself is part of a network of 14 Sector Councils designated by the Government of Nova Scotia.



### A new direction

The CSCNS has recently developed a new three-year Strategic Plan. During the process, CSCNS was able to identify current strengths, contributions and aspirations of the nonprofit and voluntary sectors, as well as its emerging challenges and longer-term precariousness and potential threats. 3 strategic priorities were also identified - they are found throughout this brief. Our mission and vision are:

### Mission

To bring together nonprofit and voluntary organizations to ensure they can effectively meet the needs of all of Nova Scotia's communities and citizens. The CSCNS works collaboratively to find innovative solutions to emerging and existing sectoral issues.

### Vision

Community based organizations building a healthy, vibrant, inclusive and sustainable Nova Scotia, in partnership with government and the private sector.





## Educate and Innovate

**Provide the tools, skills and knowledge to increase the capacity of existing and newly forming small- and medium-size nonprofit and voluntary organizations province-wide and ensure they build a flexible and diverse workforce that will thrive in today's innovative digital economy.**

- 1 Build capacity in human resource planning and workforce attraction and retention, guided by a commitment to inclusion, equity and diversity.
- 2 Help organizations address challenges of finding and keeping volunteers through collaborations, such as with Volunteer Nova Scotia.
- 3 Provide training and development, in person and on-line, on priorities identified by the sector.
- 4 Support robust organizations by providing accessible, affordable training in governance, leadership and strategic planning, as well as in financial, management and succession planning.
- 5 Provide guidance through connections and community involvement in building and enhancing social entrepreneurship.
- 6 Partner with schools, universities and colleges to build a strong pipeline of new leaders.
- 7 Support the development of inclusive leadership succession strategies across the sector.

## Roles and Responsibilities:

Reporting to the Executive Director, the Communications Manager provides in depth knowledge of communications and public relations to the organization as the communications expert. Building on the communications review undertaken in early 2020, the Communications Manager will continue to analyze communications currently in place, gain an understanding of the sector and the new strategic plan for CSCNS. They will use the knowledge gained to develop a comprehensive and proactive communications plan to better leverage communication tools to support the new strategic plan, and the rebranding of the organization.

The Communications Manager will also be responsible to advance the organization in the use of social media platforms as a tool to support CSCNS and the sector it services. As this is a term role the Communications Manager will transition ongoing communications activities to the Operations Coordinator as they are implemented and running smoothly.

## Communications Responsibilities:

- Gain an understanding of the current communications practices;
- Coordinate and implement the communications plan activities;
- Provide strategic communications advice to the Executive Director and the Board of Directors;
- Coordinate responses to media and prepare the Executive Director, designated staff members and the Board for media opportunities;
- Provide best practice advice and educates current staff members;
- Identify best media for promotion of the CSCNS organization and for the sector, and develop programs and tools to capitalize on resources;
- Identify the best systems for the organization and consolidates systems or tools that may be redundant;
- Ensure all staff are competent in communications tools and understand their individual role for communications;
- Coordinate information from each of the regions to be used in the communications strategy;

## Rebranding responsibilities:

- Working with Stakeholders lead a rebranding initiative for the organization to include logo, web site redesign and the provision of branded materials for use in the organization;
- Implement the rebranding by promoting the rebranding through social media and, educating and supporting CSCNS staff as they implement the changes;

## Leadership/Mentoring Responsibilities:

- Mentor the CSCNS team on communication practices;
- Mentor and lead the Operations Coordinator on ongoing communications responsibilities including social media and web site management.

## Work with stakeholders to develop a comprehensive communications plan for CSCNS:

- A review of stakeholder groups
- Media plan;
- Social media strategy;
- Rebranding including logo and images;
- Internal communications;
- Government relations;
- Other funding relations;
- Sector engagement;
- Board engagement and communications



# Collaborate and Activate

**Facilitate, support and activate connections across networks and encourage continued and new collaborations between nonprofits, the government and private sectors, in order to inspire systems-change, and to build an inclusive, sustainable, healthy and prosperous Nova Scotia.**

1

Host, convene and facilitate opportunities for engagement, trust building, cooperation, collaboration and strategic partnerships (e.g. conferences, dialogues, round tables, working groups, consultations, Executive Director (ED) Networks). Continue to be flexible, responsive and strategic in responding to issues raised by the sector.

2

Facilitate members of CSCNS to share ideas, information, best practices, space, skills and resources, to partner in joint programming and explore possible program or organizational amalgamations.

3

Ensure that youth/change makers, senior/elders, historically disenfranchised communities, newcomers and all those passionate about making a difference in the emerging networks, are included and have a powerful voice in the meaning making and planning processes.

4

Collaborate and partner with other organizations and social movement groups who share a vision of a collaborative, networked ecosystem (e.g. Inspiring Communities, Engage NS, SENS and others).

5

Research the eco-system through network mapping, academic partnerships (CLARI) and collaborative work with others committed to fostering networks across systems levels (e.g. with the Ontario Nonprofit Network and Imagine Canada).

## Qualifications and Education Requirements:

- The successful candidate will possess a university degree in business with a major in Public Relations or Marketing;
- 5 + years of progressive experience working in a communications role; and
- An equivalent combination of education and experience may be considered.

## Job Specific Knowledge and Abilities:

- Demonstrated knowledge and understanding of best practice communications and public relations practices;
- Knowledge of and experience with social media and other communication tools;
- Experience in the redesign of websites;
- Experience developing a comprehensive communications strategy;
- Skilled communicator in both written and verbal formats;
- Ability to manage and influence in a virtual organization;
- A demonstrated interest in working with the not for profit sector;
- Awareness of opportunities and challenges related to the mission of the organization; and
- Experience working with a nonprofit organization would be an asset.

**Interpersonal Savvy** – Relating openly and comfortably with diverse groups of people.

**Organizational Awareness** – Ability to understand the relationships in your own organization or in other organizations in relevant organizations, and in the broader world in which the organization works.

**Balances Stakeholders** – Anticipating and balancing the needs of multiple stakeholders.

**Action Oriented** – Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.

**Values Differences** – Recognizing the value that different perspectives and cultures bring to an organization.

## Competencies:

**Collaborates** – Building partnership and working collaboratively with others to meet shared objectives.

**Builds Networks** – Effectively building formal and informal relationship networks inside and outside organizations.

**Communicates Effectively** – Developing and delivering multi-mode communications that convey a clear understanding of the unique needs of different audiences.

**Customer Focus** – Develops strong customer relationships and delivers customer-centric solutions.

# Advocate and Celebrate

Lead, champion, celebrate, give voice to, and advocate for, the sector.



Strategic  
Priority 3

- 1 Research the sector, access volunteers and people to work in and lead the sector.
- 2 Create a dashboard or visual progress report to communicate the challenges and opportunities for the sector and track trends over time (e.g. bi-annual workforce surveys).
- 3 Contribute to policy discussions, share the economic impact of the sector, shape emerging workforce strategies and communicate broadly about the sector through reports, social media strategies, advocacy and story telling.
- 4 Develop recognition events and awards for outstanding leaders in the sector (to be developed by the sector but might include recognition for most inclusive, innovative, collaborative, etc.)
- 5 Liaise, bridge and act as a conduit between the sector and government and potential funders (conduct consultations, issue reports, host round tables and working groups, promote SkillOnLineNS.ca, etc.)
- 6 Partner to communicate accomplishments, aspirations, concerns and contributions of the sector. Work in strategic partnerships provincially, nationally and internationally to ensure that nonprofits, volunteer and social enterprise voices are heard.
- 7 Build the membership of the CSCNS. Understand and respond to the needs of members through listening, convening and consulting.

The final priority is in response to clear and strong feedback from the sector that they want to see the CSCNS give voice to the issues, contributions, opportunities and challenges facing the sector. The 2020 report prepared by APEC was recognized as important and helpful. Policy implications grounded in evidence collected by an independent research group helps the sector be seen for both its incredible contributions but also its growing precariousness. The CSCNS can play a part in ensuring that the sector is heard, valued and supported in policy and practice, particularly in times of uncertainty and disruption.



## Working Conditions

The office of the Communications Manager is in a Halifax location. The Communications Manager is expected to maintain standard office hours with occasional evenings and weekends, as required, to accommodate meetings and/or training. The position may require travel around Nova Scotia.

## Compensation

The competitive starting salary for the successful candidate will commensurate with education and experience. The compensation package includes vacation and a health expense account of \$1,000/year.

**Interpersonal Savvy** – Relating openly and comfortably with diverse groups of people.

**Organizational Awareness** – Ability to understand the relationships in your own organization or in other organizations in relevant organizations, and in the broader world in which the organization works.

**Balances Stakeholders** – Anticipating and balancing the needs of multiple stakeholders.

**Action Oriented** – Taking on new opportunities and tough challenges with a sense of urgency, high energy, and enthusiasm.

**Values Differences** – Recognizing the value that different perspectives and cultures bring to an organization.

## Relationships/Contacts

Reports to: Executive Director

## Internal/External Contacts:

- Staff from various levels of government including Municipal, Provincial, and Federal
- Stakeholders from member organizations and other non-profit and voluntary sector leaders
- Colleagues from national organizations supporting non-profits
- Political members from all levels of government
- Board of Directors



# HOW TO APPLY

- Please merge your cover letter and resume into one PDF
- Send to: [applications@p4g.ca](mailto:applications@p4g.ca)  
+The subject header: CSCNS - Communications Manager
- **Applications will be accepted until 12pm on Monday, December 21st**
- Please be sure to include a cover letter that speaks to your experience, but we also want to get a glimpse of your personality.
- Don't be generic, be yourself.



**COMMUNITY**  
SECTOR COUNCIL  
*of* NOVA SCOTIA

