

DALHOUSIE UNIVERSITY
POSITION DESCRIPTION
MARCH 18, 2019

Position Title: Communication Coordinator

Department/Faculty: Healthy Populations Institute, Dalhousie University

Project Background and Position Summary

Uplift is a school-community-university partnership that will enhance the environments where children and youth learn, grow and play. Key components of UpLift include youth engagement and leadership, systems change, sharing what’s working and evaluating the impact. UpLift has been, and will continually be, co-designed by a multiple of partners such the Nova Scotia Health Authority (NSHA), Department of Education and Early Childhood Development (DEECD), the Nova Scotia Department of Health and Wellness and others. It is strategically being embedded within existing structures to support the health, wellbeing and learning of children and youth and ensures sustainability and the development of a health-promoting school ethos. Uplift is not a traditional project or program but is best described as a “catalyst” that will bolster capacity to generate sustainable changes through collaboration. Doing so will improve health and education outcomes for generations to come.

Reporting to the Project Manager, the Communications Coordinator will provide tactical communications, media and government relations support to the Core Project Team. The Communications Coordinator will also be responsible for providing direction and guidance to UpLift to ensure the strategic communication and stakeholder engagement plan is consistently implemented and conveys the overall mission and vision and messages of UpLift. This position requires an enthusiastic and motivated individual who has a passion for communication in all its forms. The Communication Coordinator will have an eye for detail, the ability to meet deadlines and manage multiple projects.

Major Responsibilities

- To assist with leadership and consultation to UpLift to recommend and develop strategic communications and stakeholder engagement strategy and plans.
- Develops communications materials including but not limited to: newsletter/magazine articles, brochures, bulletins, posters, donor updates, news releases, presentations,

surveys, displays, web content, social media content, advertisements, speeches and speaking points.

- Ensures all UpLift communication and documents are in alignment with brand standards and guidelines.
- Monitors and assesses media reports and identifies important issues, challenges and opportunities.
- Assists with advice on government relation strategies and approaches to help leverage UpLift to build awareness, develop relationships and position as a trusted and valued partner for all levels of government.
- Helps to leads the internal communication working group to engage key implementation partners in communication strategy.
- Works with stakeholders to ensure an integrated and consistent communication strategy.
- Works with school Youth Engagement Coordinators to organize appropriate internal/external good news stories, speaking opportunities and community displays/exhibit opportunities and evaluate results.
- In consultation with Core Program Team and Project Manager, develops media action plans including news conferences, coordinating appropriate internal/external spokespeople and interview opportunities, preparing key messages and news releases, determining appropriate media outlets.
- Attends and participates on various UpLift committees to provide appropriate communications counsel and support, as required.
- Responsible for monitoring social media and implementation of social media strategies.

Experience and Skills

- Sound knowledge, understanding and application of communications concepts, strategies and technical skills required in planning, execution and evaluation of communications plans for internal and external audiences.
- Proficiency in the use of business application software including related website (Squarespace), social media, word processing software and graphic design (Canva).
- Demonstrated ability to plan and write a broad range of documents and an ability to translate complex ideas and concepts into readable copy.
- Demonstrated ability to plan and coordinate effective media publicity and special events.
- Demonstrated ability to work both independently and collaboratively in a team environment.
- Demonstrated experience quickly building and maintaining effective and productive working relationships in complex, multi-stakeholder healthcare environments.
- Demonstrated experience working on projects related to health and education at the provincial level is an asset
- Demonstrated experience organizing and maintaining effective project documentation.

- Demonstrated experience working in cross functional project teams.
- Exceptional problem-solving skills.
- Demonstrated ability to manage competing priorities and meet tight deadlines.
- Strong attention to detail.
- Ability to work in a diverse and fluid working environment recognizing that different opinions and backgrounds can bring strength to the tasks at hand.
- Some travel within the province may be required

Education

- University degree in Communications, Public Relations or related discipline.