



Position Profile:	Campaign and Communications Officer
Reporting to:	Executive Director
Contract Type:	Part-Time, 15 hrs/week
Contract Duration:	February 2024 - June, 2024 (with possibility of extension)
Compensation:	\$20/hour
Application Deadline:	January 29, 2024 at 11:59pm AST

Who We Are

Students Nova Scotia (StudentsNS) is a not-for-profit, non-partisan advocacy group that represents over 20,000 students to the provincial government of Nova Scotia. StudentsNS advocates to make textbooks more affordable, reduce student debt, create valuable work opportunities, provide students with mental health support, expand student financial aid and much more. This is done with the goal of establishing a Nova Scotia post-secondary education system that is accessible, affordable and of a high quality while centering the student voice in all its programs and policy.

Position Profile

Reporting to the Executive Director, the Campaign and Communication Officer will organize campaigns pertaining to post-secondary education in Nova Scotia and assist in managing media accounts. This includes aiding the Executive Director in innovating engagement with students, using our brand to create graphics and updating the StudentsNS social media and website. Campaigns will be informed by interpreting our advocacy related to post-secondary education in Nova Scotia and interprovincially, and by the StudentsNS membership. The position will require regular meetings, campaign organization, graphic design work and writing for internal and external audiences.

Notes

- Start and end dates, as well as distribution of hours over the course of the contract, may be flexible at the discretion of StudentsNS and the successful candidate;
- The position will be compensated on a bi-weekly basis, with an additional 4% vacation pay.
- This position may require light travel around the province;
- Though StudentsNS is based in Halifax, hybrid or remote work can be accommodated

Essential Skills and Qualifications:

- Experience with online platforms such as Canva, Facebook Business Suite, Squarespace;
- Excellent writing, analytical, organizational, and oral communication skills;
- Good understanding of student-campus engagement and student unions in Nova Scotia;
- A keen interest and understanding of post-secondary education related issues;
- Proven ability to work as a team member or independently, depending on the situation;
- Demonstrated initiative and project/time management skills

Asset Qualifications:

- A background or relevant experience in the post-secondary education sector;
- Experience managing campaigns and branded media platforms;
- Experience with implementing a strategic communications plan or vision;
- Past involvement in student government and knowledge of how student governments operate;
- Experience with government or policymakers at the federal, provincial, or municipal levels;
- A degree, certificate, diploma, or coursework in events planning, marketing, political or social sciences, or other relevant subject



Responsibilities

Campaign Management

- Identify campaign priorities and processes based on the strategic direction given by the Membership Committee and the Executive Director;
- Gather information from internal and external sources to support the campaign mission;
- Develop a strategy to engage with students throughout the campaign period;
- Create media to raise awareness of the campaign provincially;
- Provide support to Board members related to campaign events, merchandise, or other relevant queries

Communications

- Create and manage a strong social media presence for StudentsNS via implementation of a regular posting schedule, and strategic communications plan;
- Draft, proofread and edit internal and external facing presentations, government briefing packages, public relations materials, and other StudentsNS publications;
- Update the StudentsNS website to increase accessibility and transparency

Committee Support

- Serve as the main support for the Membership Committee;
- Assist in organizing merchandise orders and preferences;
- Prepare draft campaign materials and media posts on relevant topical post-secondary education issues for StudentsNS committees as assigned by the Executive Director;
- Assist & advise StudentsNS committees as assigned by the ED in campaign and communications

Office Support

- Develop, maintain and expand StudentsNS' resource base through research library/archive of relevant materials;
- Supports the maintenance and organization of StudentsNS' media and website;
- Provide assistance and advice to the ED on communication strategies

Additional Responsibilities

All other duties as required

Application Process

Interested candidates are asked to submit their resume, cover letter, and the application assignment ([instructions available here](#)) to hire@studentsns.ca with the subject line "[Your Name] - Campaign and Communications Officer Application". All responses will be handled in the strictest confidence; however, only those who have been selected for an interview will be contacted.

StudentsNS is committed to employment equity and diversity, and encourages applications from all qualified candidates. This includes women, persons with disabilities, members of visible minorities, Indigenous persons, individuals of diverse gender and sexual orientation, and all groups protected by the Human Rights Code.

StudentsNS also offers accommodations throughout the recruitment and hiring process, as needed. If you have accommodation needs at any stage of the process, please inform us as soon as possible.