

---

## **TITLE**

Communications Specialist

## **REPORTS TO**

Executive Director

## **SUPERVISORY RESPONSIBILITIES**

None

## **OVERVIEW**

The Communications Specialist works with the Executive Director and the NSBA team to create and maintain a positive and professional organizational presence. Work done by the Communications Specialist engages members, the public, key stakeholders, and those who might bring their business to the local industry.

## **ORGANIZATION INFORMATION:**

The Nova Scotia Boatbuilders Association (NSBA) is a nonprofit industry association that supports and represents the boatbuilding and boat repair and service industry in Nova Scotia along with related industries. The organization engages in a variety of activities and programs on its own and in partnership with government, other nonprofits, education, and industry. For more information, visit nsboats.com or contact the office at 902-423-2378.

## **RESPONSIBILITIES/ACCOUNTABILITIES**

*Note: This position requires the ability to work both independently and cooperatively, as many of the duties described are related to work being done by other NSBA team members.*

### **General Public Relations / Communications Activities:**

- Review and update promotional material and publications as needed, including brochures, display banners, videos, etc.
- Where gaps are identified, develop new promotional material and publications as needed, including brochures, display banners, videos, etc.
- Secure releases as needed for content featuring companies and individuals.
- Nurture industry engagement with the NSBA so the NSBA can support its members and the industry as well as possible.
- Research and assess advertising opportunities (target audience, topic relevance, and cost) and provide recommendations to the Executive Director.
- Help to represent the NSBA and the boatbuilding and marine repair industry at various events including trade conferences.
- With the Diversity and Inclusion Coordinator, ensure the NSBA's communication is welcoming and inclusive.
- Advise the Executive Director of any current or anticipated communications / public relations issues.
- Prepare and submit reports as required.

### **Labour Market Attraction and Retention:**

- Review and update promotional material and publications as needed, including brochures, display banners, videos, etc., with an emphasis on attracting new workers to the industry and highlighting career pathways within the industry.
- Where gaps are identified, develop new promotional material and publications as needed, including brochures, display banners, advertising, videos, etc., with an emphasis on attracting new workers to the industry and highlighting career pathways within the industry.
- Manage communication strategy roll-out; including social media, digital marketing and coordinate the development of creative materials and media buys.
- Promote and celebrate an industry culture that is people-centered with work environments that are physically and psychologically safe.
- Promote and celebrate apprenticeship and trade certification, including the business value of certified employees.
- Promote the lifestyle benefits of working in the industry and of life in rural and coastal communities. This includes coordinating the development of a lifestyle video or identifying existing lifestyle videos that would be appropriate to use and are available for use.
- Promote the Atlantic Trades Business Seal as a way for certified tradespeople to obtain additional business and leadership skills.

### **Industry Publication:**

- Develop an industry publication to share news about what's happening in the local industry, celebrate achievements related to people and products, promote career pathways in the industry, communicate NSBA activities including training opportunities, promote innovation and awareness of innovative products and processes, and more.
- A significant component of the publication should be positioned to help attract workers to the industry and to encourage and celebrate employee achievements within the industry.
- Solicit contributions from people who could provide relevant content for the publication as well as creating original content.
- Coordinate engaging visual elements for the publication such as photos from industry.
- Ensure publication content is inclusive / welcoming for people from diverse backgrounds.
- Coordinate distribution of digital and, if applicable, print versions of the publication.
- Promote subscription to the publication (digital subscriptions / distribution lists and possible print subscriptions / mailing lists)
- Explore the costs and benefits of including paid advertisements in the publication.
- Depending on the findings of the cost-benefit analysis of paid advertisements, solicit advertising clients.

### **Media Engagement:**

- With direction from the Executive Director, prepare and distribute media releases and/or public service announcements when the NSBA or the industry has accomplishments or opportunities to share.
- Monitor media for news and announcements related to local industry, especially NSBA members, in order to better share and celebrate positive achievements.

- Relay relevant content to other NSBA team members as needed, ex. information that could be shared in school presentations, information impacting training activities, information that could be shared on social media, etc.
- Maintain a library of relevant media and track industry trends.
- Advise the Executive Director on media engagement. The Executive Director will be the primary spokesperson but may delegate duties in specific circumstances.

### **Youth and Newcomer Communications Strategy:**

- Work on implementing the NSBA’s Communication Strategy for engaging youth and newcomers to Canada, including coordinating the development of new communication assets.
- Periodically during the implementation of the Communication Strategy, test for changes in perception / awareness within target audiences.
- Share information with industry about messages heard from youth and newcomer communities regarding work in the boatbuilding and marine repair industry.

### **Online Presence:**

- Review the NSBA’s social media activity and provide periodic recommendations for improvement.
- Work with the Executive Director and other team members as well as external contractors to renovate and update the NSBA website including navigation, content, and visual appearance.

## **KNOWLEDGE, SKILLS AND ABILITIES**

### **Required**

The successful candidate must:

- Have a degree in Public Relations, Communications or a related field, or an equivalent combination of education and/or work experience; recent graduates and those early in their careers are welcome to apply;
- Have a good awareness of and appreciation for the lived experiences of people from diverse groups;
- Believe in the value and importance of the boatbuilding and repair industry for Nova Scotia’s economy and heritage;
- Be comfortable with Microsoft Word, Excel, PowerPoint, and G Suite including Gmail;
- Have strong written and verbal communication skills;
- Be comfortable initiating contact with people by phone and email;
- Be willing to work outside of normal working hours (see Working Conditions);
- Have a valid Canadian driver’s license and be willing to travel as needed for work (see Travel under Working Conditions);
- Be willing to increase knowledge and skills through formal and informal training;
- Have good organizational skills, including the ability to organize work so that other NSBA team members can find information about a project / activity if the employee is unavailable;
- Be able to work well under pressure and manage time effectively;

- Understand ethical behaviour and behave in a way that is consistent with these standards and aligns with the values of the organization;
- Have a good attitude centered on working productively with others to achieve shared goals; and
- Have social media skills and be comfortable with digital channels.

## **Preferred**

The successful candidate would ideally:

- Have a good awareness of the boatbuilding and repair industry, especially in Nova Scotia;
- Have a basic understanding of apprenticeship and trade certification;
- Have experience in researching, writing and editing publications;
- Have basic digital media skills including the ability to do simple graphic and video edits using software such as Adobe Creative Cloud, Affinity, or similar;
- Be a strong writer with good proficiency in English grammar and spelling; and
- Have a space where they can work remotely that has a reliable internet connection.

## **PERFORMANCE AND EVALUATION**

Employees are expected to maintain a high standard of work with attention to accuracy. Employees are expected to be polite and professional at all times with co-workers, NSBA members, and the public. Evaluations will be done after a three-month probationary period, then at the end of each twelve-month period after the initial start date.

## **WORKING CONDITIONS**

A significant portion of work is done in an office environment, but duties also involve travel and other activities in a variety of settings. The NSBA office is situated in a marine facility and has a small number of staff who work closely together. There is some flexibility in work location and scheduling due to COVID-19, but employees must be accessible during regular working hours, even if they choose to do some of their work outside regular working hours. Once the public health situation improves, employees will still have some flexibility regarding work location and schedules but certain days each week may be designated as team days in the office.

## **Physical and Environmental Demands**

Extended periods of computer work are common. Exposure to noise, dust, and chemical smells is common while conducting site visits. Site visits may involve stairs and other structures that require good physical mobility.

Travel conditions may include long periods of driving and transporting personal luggage and supplies. Attendance at meetings of varying duration is also required. Normal working hours are 8 hours per day, 5 days per week but there is flexibility to accommodate travel schedules and personal preferences. On travel days, work may extend beyond 8 hours per day but this time is balanced with other schedule adjustments or provided as time in lieu. Weekend work is rare but may be required for boat shows and conferences or other purposes.

### **Travel Demands**

- Some industry site visits within Nova Scotia and other Maritime provinces to ensure a good understanding of the local boatbuilding and marine repair industry and to build relationships with members;
- Travel outside Nova Scotia is not routinely required but may occur for activities such as conferences.

### **Mental Demands**

Some projects may require working to fixed deadlines, which may cause stressful working conditions for short periods of time. This position involves managing project goals and deliverables in cooperation with other NSBA team members. This position also involves interacting with various stakeholders and it is essential that positive relationships are built and maintained.

### **HOURS, COMPENSATION AND BENEFITS:**

- Salary to be determined based on qualifications
- Occasional overtime that is offset with schedule flexibility / compensatory hours;
- Three weeks paid vacation per year with increases at specified intervals.

### **TERM OF EMPLOYMENT**

To March 31, 2022, with possibility of extension (subject to funding).

### **LOCATION**

The NSBA's main office is in Dartmouth, Nova Scotia, and work may also be done from home offices; there may also be travel around Nova Scotia and occasionally outside of Nova Scotia.

### **APPLICATION DEADLINE**

This position will remain open until a suitable candidate is identified. Applications will be reviewed starting April 19, 2021.

### **HOW TO APPLY:**

**Please submit your letter of application stating the skills and approach you would bring to the position and your salary expectations with your CV/Resume in strict confidence.**

Only those candidates selected for an interview will be contacted.

### **Contact:**

Jan Fullerton, Executive Director  
exec@nsboats.com

NS Boatbuilders Association  
21220 – 27 Parker Street  
Dartmouth, NS B2Y 4T5