

## **About the Sustainable Communities Challenge Fund**

The Nova Scotia Federation of Municipalities (NSFM) has been selected by the province to deliver the Sustainable Communities Challenge Fund (SCCF). NSFM is a non-profit, member-based organization with experience in public infrastructure and climate-related projects. The Fund will provide 15 million over three years for projects which will help communities adapt to climate change and help the province meet its greenhouse gas emission targets.

## **Communications and Engagement Officer**

Reporting to the Chief Administrative Officer (CEO), the Communications and Engagement Officer will coordinate and advance all marketing and outreach for the Sustainable Communities Challenge Fund (SCCF). This includes creating communications materials, working with the provincial government on approval processes, and marketing the Fund to eligible applicants. The position is also responsible for developing and implementing strategies to reach traditionally underrepresented groups who may benefit from accessing the SCCF.

### **Job Duties:**

#### **Fund Communications Materials**

- Work with design agency and the provincial government to develop a creative platform and marketing materials for the Fund
- Implement a tactical social media/paid media plan that incorporates various stages of the Fund (e.g. initial launch, promotion of information and application materials, and deadline notification)
- Act as contact person for informational inquiries related to Fund eligibility and application processes
- Coordinate with website development and design agency to ensure new SCCF website meets Fund objectives
- Create informational webinars and other resources to present to prospective applicants
- Liaise with the province on joint press releases
- Create materials such as an annual report and conference presentations to highlight successful applicants and achievements of the Fund

#### **Outreach and Engagement**

- Create and implement a strategy for launching the Fund across multiple digital platforms as well as in-person events
- Develop and implement a strategy for promoting the Fund to eligible applicants including municipalities, First Nations Bands and Tribal Councils, academic institutions, and non-profits
- Research and utilize best practices relating to communications from other provincial and national Funds
- Understand, compile, and communicate project examples to various eligible applicants
- Create targeted approaches for promoting the two main objectives of the Fund (reduction of GHG emissions and improving community capacity to adapt to climate change) to potential applicants

- Incorporate supplementary objectives of the Fund including protecting natural assets, contributing to community wellbeing, and generating local, green jobs, where applicable
- Develop and implement an approach for ongoing engagement with traditionally under-represented communities, addressing barriers to accessing the Fund
- Document feedback from underrepresented group regarding barriers to access and work with other SCCF staff to address them

#### **Feedback and Continuous Improvement**

- In coordination with the Lead Program Manager, develop a mechanism for regularly collecting feedback from applicants regarding their experience accessing the fund
- Complete post-event (webinar, community visit) surveys to determine effectiveness of outreach efforts
- Other duties as assigned

#### **Qualifications:**

- Post-secondary education in marketing, communications, or related discipline with at least 3 years of experience
- Experience promoting grant programs is considered an asset
- Ability to work with a cross-disciplinary team to achieve the overall objectives of the Fund
- Self-directed, results-oriented individual with an ability to create and manage a both a communications and individual workplan
- Demonstrated ability to reach and influence various stakeholders
- Knowledge or experience in climate change related issues is an asset
- Willingness to incorporate feedback and lessons learned for continuous improvement

**Term:** 3-year contract with possibility of extension.

#### **Salary and Benefits:**

- \$70,000-\$75,000
- Health Benefits plan
- Employer RRSP contribution
- Hybrid remote work/office model