

Communications and Public Relations Coordinator
Part-time, 2 days /week, Hybrid
Hospice Palliative Care Society of Cape Breton County
Sydney, NS Salary: \$26,000/year

For almost 40 years, the Hospice Palliative Care Society of Cape Breton County (the Society) has worked to promote palliative care in support of the Nova Scotia Health Palliative Care Service and the patients and families they serve. At this time, the Society is seeking a part-time Communications and PR Coordinator (2 days per week). This is a hybrid, one year position subject to review and possible extension.

Job Summary:

As Communications and PR Coordinator for the Society, you will play a vital role in conveying our messages to the community. You will be responsible for creating content, managing communications strategies and following branding guidelines. Visit our website to learn more about the Society and to view a full job description. <https://hospicecapebreton.org/>

Basic Requirements:

Bachelor's Degree in a relevant discipline and significant experience directly related to the duties of the position.

Abilities/Responsibilities:

- Write and edit content including newsletters, social media posts, press releases, etc.
- Develop and execute promotional campaigns to promote the organization and initiatives/events
- Conduct research to support communications initiatives, stay informed about industry trends
- Proofread materials to achieve high standards of accuracy
- Coordinate with internal teams to ensure messaging alignment

Skills:

- Excellent written and verbal communication skills
- Research skills to gather relevant information for communications purposes
- Strong technical skills for website and social media effectiveness
- Able to work independently and collaboratively
- Strong organizational and time-management skills

Some work outside of Monday to Friday 8am to 5pm will be required. To apply, please send a cover letter and resume to corrie.stewart@nshealth.ca. Deadline for submission is October 24, 2024.

Communications and PR Coordinator Job Description Hospice Palliative Care Society of Cape Breton County

Reporting to the Executive Director of the Hospice Palliative Care Society of Cape Breton County (the Society), the Communications and PR Coordinator is responsible for developing and supporting the delivery of the messages of the Society to the community by:

- Developing a deep knowledge of the history, culture and goals of the organization to accurately reflect its values and messages.
- Working with the PR Committee of the Board of Directors and the Executive Director to develop annual strategies and budgets to meet the goals and objectives of the Society.
- Working with event/project committees to develop and implement communication plans.
- Writing and editing content including newsletters, social media posts, website content, press releases; providing editorial assistance, participating in proofreading and fact checking of communications materials to ensure accuracy, key messaging and brand consistency.
- Conducting regular reviews of the organizations website and developing/revising content for posting.
- Developing and executing campaigns to promote the organization and initiatives/events.
- Conducting research to support communications initiatives to monitor progress and to stay informed about industry trends.
- Coordinating with internal teams to ensure messaging and branding alignment; coordinating with external contacts as required.
- Coordinating projects and product development and delivery timelines.
- Developing analytics and creating reports detailing trends of communications initiatives and programs.
- Establishing good working relationships with colleagues, co-workers, external stakeholders and suppliers.