

JOB DESCRIPTION
Communications & Digital Content Coordinator

Working in a fast-paced environment with multiple concurrent deadlines and various stakeholders, the Communications & Digital Content Coordinator must have a strong client-service orientation, command of the English language, be team focused and be comfortable simultaneously juggling multiple projects and using technology and app technology that supports online and in-person programming.

The successful candidate will work closely with EduNova staff, international students, Nova Scotia's language, K-12, post-secondary educational institutions, provincial and federal government departments, mentors, and employers from various sectors across Nova Scotia.

The Communications & Digital Content Coordinator will

- Write, edit, and coordinate EduNova's external communications, including proposals, reports, press releases, messages and content for EduNova's social media channels and website content and maintenance.
- Creating content for EduNova's blog, Annual Report and Bi-weekly Newsletter;
- Develop and coordinate annual communications strategy for EduNova.
- Managing and creating content for EduNova's various social media accounts;
- Monitor digital content performance analytics for regular reporting.
- Coordinating the design of marketing and recruitment materials (digital and print) and student recruitment campaigns as required;
- Content creation to support stakeholder engagement in EduNova's Study and Stay™ – Nova Scotia Program and student recruitment activities and events. This includes designing and editing digital and printed materials, such as posters, videos, social media and other storytelling, learning, and audience engagement, including creating content for EduNova's social media channels, the iCent app and EduNova's website.
- Working with the EduNova team in developing online and in-person strategies to recruit and retain international students in Nova Scotia and engage other audiences, such as mentors, employers, and partners in EduNova activities and programs.
- Performing such other related duties as may be required from time to time
- Attend EduNova events, to provide support and to capture images and content.

RESPONSIBLE TO:

This role reports to Director of Finance & Operations

QUALIFICATIONS:

- A post-secondary degree with a strong writing/communications focus with 2-3 years of experience, ideally in an international environment, or an equivalent combination of education and experience.
- Must be a skilled business writer and editor with experience in project management and coordination.

- Adobe Suite experience would be an asset but is not required.
- Two to three years' experience in marketing and communications.
- Experience publishing content and tracking results on popular social media platforms like Facebook, Twitter, LinkedIn and YouTube.
- A valid driver's license and the ability to travel across the province.
- Knowledge and skill in digital content creation, including the design of videos and marketing materials.
- Comfortable using new technologies and managing documents in cloud environments.
- Strong computer skills: highly proficient in Microsoft 365, particularly Excel, Word, PowerPoint, Teams, OneDrive, SharePoint, app technology, and Outlook.

DESIRED SKILLS AND EXPERIENCE:

- Excellent communication skills (oral and written) with meticulous attention to detail, organizational and time management skills;
- Strong command of the English language;
- Ability to schedule, budget, manage multiple priorities, problem-solving and reporting;
- Knowledge of iCent app technology an asset.
- Ability to anticipate issues with confidence and to make independent decisions;
- Excellent interpersonal and social skills with a professional and effective manner in working with the public, EduNova members and international contacts;
- Able to multi-task and work independently in a dynamic and diverse environment with numerous interruptions and constantly changing priorities;
- Knowledge of Nova Scotia's education and training sector;
- A passion for promoting Nova Scotia.
- International student support experience is an asset.

SALARY, COMPENSATION AND WORK BENEFITS:

- Full-time contract until August 31, 2026, 12 months, for 37.5 hours/week.
- Salary is \$50,000 per year
- Hybrid working environment: in-office and remote work
- A knowledgeable, high-achieving, and fun team
- A diverse, team-focused work atmosphere
- Comprehensive benefits plan
- RRSP Matching Contributions
- Flexible schedules
- Mental Health Services
- Healthy Lifestyle benefits
- Lifestyle Benefits
- Paid holiday leave in December (in addition to regular vacations)