



Digital Communications Specialist Faculty of Health

Dalhousie University is Atlantic Canada's leading research-intensive university and a driver of the region's intellectual, social and economic development. Located in the heart of Halifax, Nova Scotia, with an Agricultural Campus in Truro/Bible Hill, Dalhousie is a truly national and international university, with more than half of our 19,000 students coming from outside of the province. Our 6,000 faculty and staff foster a vibrant, purpose-driven community, that celebrated 200 years of academic excellence in 2018.

The Office of the Dean, Faculty of Health, communicates with a large and varied audience including our faculty and staff, current students, alumni, and thousands of health community stakeholders, within Nova Scotia, across Canada and Internationally. Reporting to the Manager, Communications and Marketing, the Digital Communications Specialist is responsible for writing, editing, scheduling and publishing daily content for various communications channels including the Dal Health website, email newsletters, social media and promotional materials.

Key Responsibilities:

- Plan and execute social media strategy in line with Faculty and University strategic directions, manage social media channels on a daily basis, including writing posts, sourcing photos, creating graphics and engaging directly with audience.
- Advise Faculty of Health units on social media best practices. Assist units in developing and implementing social media plans.
- Write web content, source and edit images and make changes to website architecture, as required. Make recommendations to Dean and Faculty leaders on using web properties to promote our strategic priorities
- Drive production of monthly digital publications for audience of Dal Health faculty, staff, students and alumni, manage all aspects of content creation for digital publications – e.g. – contacting story subjects, coordinating photo shoots, designing email templates.
- Guide Faculty of Health units/programs in developing, executing and evaluating digital communications and marketing plans.

Qualifications: Undergraduate degree in a related field preferred with 3-5 years' experience (or equivalent combination of education, training and experience). High level of expertise in the AEM Web Content Management System. Experience in communications planning and the implementation of communications plans. Excellent written, verbal, editing, interpersonal, management and organizational skills. Extensive knowledge of a variety of social media platforms and proof of active use. Ability to work with technological platforms and various software (e.g. email software, social media platforms, Adobe, Microsoft Office, etc.). The ability to work independently, but thrive in a team environment. A demonstrated ability to establish positive collaborative work relationships. Demonstrated intercultural competence and ability to successfully exercise an inclusive and diversity lens when approaching one's work and professional conduct.

Dalhousie University supports a healthy and balanced lifestyle. Our total compensation package includes a defined benefit pension plan, health and dental plans, a health spending account, an employee and family assistance program and a tuition assistance program.

Apply online by February 12, 2019 to competition N77-19011.

Salary Range: \$22.86 – \$27.87 per hour (32.5 hours per week, \$38,627 - \$47,105 annually). (T-7)

Bargaining unit employees for NSGEU local 77 are given first consideration and will be notified regarding the status of their application. All other applicants will be considered when there is no qualified internal candidate. We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.

Dalhousie University is committed to fostering a collegial culture grounded in diversity and inclusiveness. The university encourages applications from Aboriginal people, persons with a disability, racially visible persons, women, persons of minority sexual orientations and gender identities, and all candidates who would contribute to the diversity of our community. For more information, please visit www.dal.ca/hiringfordiversity

This is a provisional classification. Formal classification procedures will be initiated by the Compensation & Job Evaluation Unit in approximately six months.

This position is part of the Nova Scotia Government and General Employees Union Local 77 (NSGEU).

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