

# Communications and Engagement Specialist

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## Position Details

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### Position Information

<b>Position Title</b>	Communications and Engagement Specialist
<b>Department/Unit</b>	Rowe School of Business
<b>Location</b>	Halifax
<b>Posting Number</b>	S187-20
<b>Employee Group</b>	DPMG
<b>Position Type</b>	Regular, On-Going
<b>Duration of Contract (if applicable)</b>	
<b>Employment Type</b>	Full Time
<b>Full-time Equivalency (FTE)</b>	1.0
<b>Salary</b>	\$51,504 - \$69,683 per annum
<b>Classification</b>	ADM-05

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

**About Dalhousie University** 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.

**Job Summary** Graduates of the Faculty of Management are leaders and managers in the business sector, public sector, and civil society who live the Faculty's vision of managing for the betterment of society. The Faculty has been recognized for its innovative, values-based approach to management education and research. Management Career Services (MCS) provides work-integrated learning opportunities and career education for students in the Bachelor of Commerce Co-op, Bachelor of Management and Corporate Residency MBA programs. Reporting to the Director of Management Career Services, the Communications and Engagement Specialist creates and maintains communications strategies to ensure students, employers and alumni remain connected and engaged with the activities of Management Career Services.

**Key Responsibilities**

- Develop integrated content and maintain communication tools which promote numerous services, activities, programs, and events offered by MCS.
- Utilize various tools including social media, websites, email and online ad campaigns, and marketing collateral.
- Promote and demonstrate to employers the value of the programs that make Dalhousie's Faculty of Management a premier recruitment location for organizations

seeking student and graduate employees.

- Develop and maintain rapport with students in undergraduate and graduate programs, providing them with opportunities to develop their career interests and skills, through provision of relevant information, outreach activities, and connections with internal and external partners.
- Collaborate with partners, on and off campus, to deliver joint events and campaigns.
- Provide strategic direction and consultation to optimize internal and external engagement efforts.

## Note

## Qualifications

Undergraduate degree in public relations or marketing (or related field), plus approximately three years' experience in marketing or communications (or equivalent combination of training and experience) is required. Experience in creating and executing successful marketing and communications strategies, as well as demonstrated competence using social media, website development, and creative design work, are required. Good organizational skills, and ability to manage multiple projects, simultaneously, is required. Event planning experience would be an asset. Must have excellent written and oral communications skills, with the ability to tailor communications to the needs of the audience. Prior experience in an academic environment or working with young adults desirable, as is experience in the supervision of student employees. Candidate should be service oriented, highly motivated, and equally capable of working independently as well as part of a team.

## Job Competencies

The successful candidate is expected to demonstrate proficiency in Dalhousie's core and leadership competencies (<https://www.dal.ca/dept/leaders.html>), in particular:

- Knowledge & Thinking Skills
- Thinking and Acting Strategically
- Relationship Building
- Accountability for Performance & Results
- Respect and Inclusion

## Additional Information

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.

## Application Consideration

Applications from university employees and external candidates are given concurrent consideration. Among short-listed candidates, university employees will be given special consideration.

We thank all applicants for their interest, however, only candidates selected for an interview will be contacted.

## Diversity Statement

Dalhousie University is committed to fostering a collegial culture grounded in diversity and inclusiveness. The university encourages applications from Indigenous persons, 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](http://www.dal.ca/hiringfordiversity).

## Posting Detail Information

**Number of Vacancies**

1

**Open Date**

11/04/2020

**Close Date** 11/11/2020

**Open Until Filled** No

**Special Instructions to Applicant**

**Quick Link for Direct Access to Posting** <http://dal.peopleadmin.ca/postings/4745>

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## Supplemental Questions

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Required fields are indicated with an asterisk (\*).

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## Documents Needed to Apply

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Required Documents

1. Résumé / Curriculum Vitae (CV)

Optional Documents

1. Cover Letter