

The Opportunity

Halifax Partnership is Halifax's public-private economic development organization. The Partnership drives and accelerates economic growth by selling and marketing Halifax to the world, helping businesses reach their full potential and tracking and reporting on Halifax's economic progress. The Partnership's network of influential and globally connected partners is committed to building an inclusive, thriving, prosperous Halifax for all. We strive to be a workplace that is rich in diversity where everyone feels a sense of belonging, can be their authentic self, and are safe, included, and respected. www.halifaxpartnership.com

We are looking for a talented Social Media & Communications Coordinator with a passion for promoting places, strengthening brands, and engaging clients and audiences. This position is a two-year term with the possibility of extension.

Your primary role is to support the development and implementation of social media and digital strategies that will grow and effectively engage Halifax Partnership's audiences and communities. This position also supports the delivery of the organization's integrated marketing, communications and engagement strategy and aids in the development and delivery of communications and marketing initiatives.

If you are an exceptional writer and passionate about Halifax, we want you on our team! Reporting to the Communications Manager, this is a fast-paced role that provides the opportunity to work on many different projects supporting inclusive economic development and growth in Halifax.

Qualifications

What you bring to us

You are a recent graduate of an undergraduate degree or diploma program in Journalism, Communications, Public Relations or equivalent experience with the following experience and skills:

- **Proven experience in:**
 - Supporting the development and execution of social media and content strategies.
 - Managing social media channels and online communities.
 - Developing strategic and multimedia-based communications.
 - Writing engaging and relevant content for a variety of audiences and communications channels.
 - Working effectively with cross-functional teams.
 - Tracking and reporting social media analytics to support data-driven strategies and decision-making.
- **Skills:**
 - Excellent writing, storytelling, and presentation skills.

- Knowledge and use of multiple social media platforms including Facebook, Twitter, Instagram, and LinkedIn.
- Knowledge of SEO, keyword research and Google Analytics and ability to analyze and report on results.
- Ability to develop and deliver creative and engaging content (text, image, and video)
- Familiarity with online marketing strategies and marketing channels.
- Knowledge of best practices and ability to remain up to date on future trends in digital technologies and proactively provide strategic recommendations for social media platforms such as Facebook, Twitter, Instagram, LinkedIn, etc.
- Excellent interpersonal skills and the ability to work both independently and as part of a team.
- Strategic thinker, innovative, and creative.
- Excellent use of judgment.
- Ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Superior attention to detail.
- Proficiency with Microsoft 365, Adobe Creative Suite, social media management tools (e.g., Hootsuite) and digital content management systems (e.g., Craft, WordPress). graphic design applications.
- Strong work ethic.

Work With Us

What we offer you

A dynamic workplace with a team committed to economic development strategies and initiatives that help our Halifax region, and the people in it, thrive.

Our total compensation package includes a competitive base salary, a comprehensive benefits plan plus a number of special extras like transportation, wellness programs, professional development opportunities, extra paid time off through a combination of days off in the summer and Christmas, and paid leave to support volunteer work. We also have flexible working arrangements and a hybrid workplace policy.

Halifax Partnership is committed to fostering a culture of belonging, grounded in the principles of equity, diversity and inclusion. We encourage applications from all qualified candidates, especially African Nova Scotians, Indigenous peoples (especially Mi'kmaq), women, persons with a disability, racialized persons and 2SLGBTQ+ and/or gender and sexually diverse individuals.

Deadline and process

Please submit your cover letter, resume and salary range expectations by **Monday, December 19th**. Interviews will be held in early January. We look forward to hearing from you!

Applications should be sent through [CareerBeacon](#).