



## **Director of Communications**

Those who know us say the Community Foundation of Nova Scotia, or CFNS, is “one of our province’s best kept secrets.” CFNS is a charitable foundation that stewards 150 donor-advised funds and manages \$30 million in endowed assets. The organization offers Nova Scotians and Nova Scotian communities the opportunity to make a large and sustainable impact through informed and innovative giving.

Since 2020, growth at CFNS has been exponential, and this is just the beginning. A committed Board of experienced volunteer leaders, together with a small professional staff, are building and stewarding relationships with donors responsible for these achievements. The impact can be seen through grants to hundreds of charitable causes across our province.

### **The Opportunity**

Our purpose is to inspire giving and steward funds to help build Nova Scotian communities of respect, belonging and possibility. And although most people haven’t heard of our organization, we aim to change that. To help achieve this goal, CFNS is seeking a Director of Communications to work closely with the CEO and a growing team of professionals to create and implement a communications strategy that aligns with the Foundation’s purpose.

### **Purpose of the Role**

After years of steady growth, CFNS has set an ambitious goal to significantly increase philanthropic impact in Nova Scotia. This qualified professional will play a critical role in shaping the future of our Foundation through effective and impactful storytelling. As we strive to enable greater impact in communities and charitable causes across the province, we will place emphasis on connecting donors / fundholders with causes they care about and explaining the strategies and funding models offered by CFNS. The Director of Communications will work as a partner and collaborator with the CEO in building and advancing the strategy and as the creative writer and strategic amplifier of our inspiring stories, past and potential, to allow for increased philanthropic activity to fuel more impact.



## **Key Objectives**

- To build increased awareness of the impact of CFNS.
- To support relationship development with communities and donors.
- To support the Board and CEO in strategic initiatives of the organization.

## **Key Responsibilities**

### **Awareness Building**

- Be the master storyteller of the Foundation's impact on the people and communities of Nova Scotia and help shape the story of the organization, including the annual report.
- Manage the CFNS brand and channels including website, social media and quarterly newsletter.
- Explore opportunities to grow and expand awareness of CFNS across the province.
- Engage and nurture media relationships, including writing and disseminating news releases.
- Work with the CEO on a public events and special events strategy.
- Update and create communications/marketing materials, including stories, brochures, and videos, as well as other collateral to align with fund development initiatives.

### **Support Strategic Initiatives**

- Play a critical role alongside the CEO, staff, and Board of Directors to understand and collaborate on implementation of our strategic direction and operational plan, joining a team at key point of growth.
- Alongside CEO, with Board and key stakeholders, build an engagement strategy and communications plan that captures the tasks.
- Consider and propose how to communicate the planning and implementation of new initiatives and how they fit within strategy and broader mandate.

### **Support Relationship Development**

- Community Relationship Development
  - Work with Non-profits and sector partners to share stories of CFNS as facilitator and to build relationships and partnerships to help amplify impact of grants and the work of grantees.
  - Support community funds in their communications activities.



- Donor Relationship Development
  - Build strategies and materials to support communicating with potential donors, such as Case for Support, Direct Mail and existing stakeholders appeals.
- Existing Fundholder Relationship Development, in collaboration with Stewardship & Donor Relations Manager

## **Role Structure**

Reporting to the CEO, as a full-time staff member. The opportunity exists to explore flexibility in scheduling for the most suitable candidate. The role is based in our Halifax office, with options for hybrid work. Some travel for meetings and events will be required.

## **Qualifications and Experience**

- Post-secondary education in communications, non-profit management, human services, social sciences, or related discipline.
- The ideal candidate will have a minimum of 5-10 years of experience in communications with the confidence to work as a leader at a strategic level, while still being able to implement activities.
- Demonstrated ability to develop and implement strategy.
- Advanced computer skills required, including Microsoft Office and budgeting. Canva, Adobe and CRM database considered a benefit.

## **Attributes**

- Friendly and approachable communication style and able to work with a variety of individuals.
- Collaborative in nature, able to work with CEO on key strategic messaging for the organization that embodies the vision and mission of CFNS.
- Enjoys a high-volume environment that often varies in type and intensity of workload.
- Exceptional listening, oral, and written communications skills.
- Excellent organizational and time management skills.
- Ability to work independently and as a strong team contributor.
- Good analytical skills, attention to detail, the ability to communicate effectively.
- Demonstrates commitment to continuing professional development.



- Flexible and adaptable and understands the nature of the not-for-profit environment.
- A values-based working style; decisions and actions reflect the shared values of CFNS.

### **Other**

Valid driver's licence and a vehicle that can be used for employment purposes (mileage covered).

### **Salary Range**

\$80,000 to \$95,000 depending on hours and experience, plus health benefits.

### **Start Date**

Flexible start date July, 2024

The Community Foundation of Nova Scotia is an equal opportunity employer and is committed to a culture that promotes diversity, equity, and inclusion. CFNS hires based on merit and is committed to employment equity. We encourage all qualified persons to apply and self-identify. For more information on CFNS, visit [www.cfns.ca](http://www.cfns.ca).

*To apply, please send a cover letter and resume to [recruiting@cfns.ca](mailto:recruiting@cfns.ca)*

***Application deadline: Monday, June 17 at 6pm***