



Indigenous.Link

Canada's fastest growing Indigenous career portal, Careers.Indigenous.Link is pleased to introduce a new approach to job searching for Indigenous Job Seekers of Canada. Careers.Indigenous.Link brings simplicity, value, and functionality to the world of Canadian online job boards.

Through our partnership with Indigenous.Links Diversity Recruitment Program, we post jobs for Canada's largest corporations and government departments. With our vertical job search engine technology, Indigenous Job Seekers can search thousands of Indigenous-specific jobs in just about every industry, city, province and postal code.

Careers.Indigenous.Link offers the hottest job listings from some of the nation's top employers, and we will continue to add services and enhance functionality ensuring a more effective job search. For example, during a search, job seekers have the ability to roll over any job listing and read a brief description of the position to determine if the job is exactly what they're searching for. This practical feature allows job seekers to only research jobs relevant to their search. By including elements like this, Careers.Indigenous.Link can help reduce the time it takes to find and apply for the best, available jobs.

The team behind Indigenous.Link is dedicated to connecting Indigenous Peoples of Canada with great jobs along with the most time and cost-effective, career-advancing resources. It is our mission to develop and maintain a website where people can go to work!

Contact us to find out more about how to become a Site Sponsor.

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Job Board Posting



Careers.Indigenous.Link

Date Printed: 2024/07/12

Senior Manager, Strategic Communications & Media Relations

Job ID	E1-FD-BB-4C-82-C9
Web Address	https://careers.indigenous.link/viewjob?jobname=E1-FD-BB-4C-82-C9
Company	Dalhousie University
Location	Halifax, Nova Scotia
Date Posted	From: 2023-09-14 To: 2023-09-28
Job	Type: Full-time Category: Broadcasting-Media
Job Salary	\$66,445 - \$89,012 Per Annum
Languages	English

Description

Job Summary

The Communications, Marketing and Creative Services (CMC) team is responsible for stewarding and enhancing the reputation and awareness of Dalhousie University through brand leadership, communications, marketing, public relations, community and stakeholder relations, creative services, media relations, issues management and crisis communications. Reporting to the Director, Strategic Communications & Media Relations, the Senior Manager, Strategic Communications & Media Relations will proactively prepare for issues to ensure the university is sharing cohesive and transparent messaging on events and situations that could have the greatest impact on Dalhousie, and will deliver strong advice, research, communications plans, and media strategies and materials.

Key Responsibilities

- Assist the university, and CMC leadership team, in coordinating institutional issues management and crisis communications responses through an integrated proactive message management process under the Director's leadership. Initiate appropriate activity to address issues or realize opportunities.
- Handle and respond to media requests. Provide media training. Serve as Dalhousie's media spokesperson when required. Provide media event management including supervision of news conferences.
- Develop media relations plans, set targets, and measure results, while ensuring alignment with Dalhousie's strategic plan, corporate priorities and overarching objectives. Manage and utilize media monitoring metric measurements including conducting analysis and compiling and sharing summaries.
- Supervise and conduct media monitoring activities to ensure that university messages are being depicted in a high quality and accurate manner, and to ascertain and address with CMC colleagues potential communication opportunities and risks in a timely manner.
- Support improved communications around Dalhousie's Environment, Social and Governance practices, working with experts across the university, in a variety of areas.

Education Requirements

Required Qualifications

- University degree in public relations, journalism, communications, planning, business or other related discipline plus approximately seven years' progressive experience in communications, public relations, or related discipline (or equivalent combination of training and experience).
- Demonstrated skills in issues and reputation management, media relations, and strategic communications plans, programs and initiatives including demonstrated experience in managing issues in a high stress, crisis or critical situations.
- Superior communications (written and verbal) with demonstrated experience in public relations writing and editing.
- Strong interpersonal skills including experience working collaboratively with people of different backgrounds and managing sensitive issues in a discreet, strategic, and respectful manner.
- Demonstrated understanding of and commitment to equity, diversity, inclusion and accessibility principles.
- Highly strategic analytical and problem-solving skills with the proven ability to work in an extremely complex environment where demands shift frequently and the ability to react quickly when required.

Assets

- Experience in a post-secondary educational, government or other large, complex organization setting.
- Experience as a spokesperson.

Work Environment

The incumbent will be required to regularly work outside normal work hours.

The successful applicant will be eligible for hybrid work (combination of in-person work on campus and remote work) as agreed by all parties based on operational requirements and university guidelines.

How to Apply

Click "Apply Now"