



African Nova Scotian Justice Institute (ANSJI) is accepting Expressions of Interest letters for a Communications Officer at the African Nova Scotian Justice Institute (ANSJI).

JOB SUMMARY

The Communications Officer is responsible for growing awareness of the African Nova Scotian Justice Institute and its programs and services and advancing its vision, mission and values by developing and executing effective communication strategies, media campaigns, advancing our web presence, and performing social media activities.

Reporting Structure: The Communications Officer will report to the Director of Operations and will provide support and work closely with members of the senior team.

ANSJI Mandate:

To address issues of systemic racism in the justice system that negatively impact African Nova Scotians while ensuring fair, legal and constitutional treatment of all African Nova Scotian community members.

ANSJI Vision:

To create programs and services that adequately address institutional racism faced by African Nova Scotians and their families when dealing with human rights complaints, the justice system, all forms of law enforcement and incarceration. The ANSJI will be a place African Nova Scotians can turn to when seeking legal advice, guidance and advocacy that understands African Nova Scotians as a distinct people. Government, non-governmental organizations, academic institutions, and community groups will look to the ANSJI as a leader in legal research, advocacy and education on justice issues affecting African Nova Scotian communities.

RESPONSIBILITIES:

- Develop, implement, and oversee a strategic communications strategy and implement an annual plan that creates measurable engagement and communication opportunities;
- Manage all aspects of internal and external communications, including branding, press releases, promotional material, newsletters, social media, and website content
- Manage all social media accounts and engage with followers to build awareness and foster community engagement, including:
 - Creating engaging and impactful content
 - Maintaining a content calendar and schedule posts
 - Monitoring accounts and respond to feedback



- Monitoring news and identify engagement opportunities
- Develop and steward media contacts and community relationships to build awareness
- Ensure positive and consistent internal/external communication and social media engagement
- Ensure marketing materials are produced on time and meet quality standards
- Acquire external resources as needed to fulfill strategic communication goals
- Manage the communication budget effectively and efficiently

Additional requirements of the position:

- Ability to interact comfortably with a variety of stakeholders
- Exceptional interpersonal, verbal and written communication and presentation skills
- Represent ANSJI positively in the community
- Other duties as assigned

Qualifications:

- Post-Secondary degree or diploma relating to Marketing, Communications, Public Relations, or other relevant fields, or the equivalent combination of training and experience
- Minimum two (2) years of experience in marketing, communications, or social media, ideally in a non-profit environment
- Demonstrated experience in researching, preparing, implementing and evaluating a comprehensive and strategic communications plan
- Demonstrated knowledge and understanding of African Nova Scotians as a distinct people as well as social issues affecting the community

Skills and Abilities:

- Excellent written and verbal communication skills
- Strong project management and organizational abilities
- Strong creative abilities
- Proficiency in social media management and content creation tools
- Website management experience
- Ability to multitask and prioritize tasks in a fast-paced environment



- Strong attention to detail and organizational skills
- Excellent project and time management skills
- Ability to work independently or as part of a team
- Proficiency in digital marketing tools and platforms. Experience using Adobe Creative, and/or, would be considered an asset
- Demonstrated ability to work under tight deadlines, prioritize workload, maintain flexibility to respond to competing demands, and ensure effective organization, time management, and manage projects independently

Compensation & Terms of Employment

The ANSJI Communications Officer will be up to a two-year full time contract position ending on March 31, 2026. The salary range for this position is set at \$50,000- \$60,000 per annum. ANSJI is open and willing to discuss and negotiate secondments, reciprocal arrangements, and leave. We invite all expressions of interest.

Hours of Work: Hours of work are typically Monday to Friday 8:30-4:30pm (flexibility on start and end times) but some evening and weekend work may be required. ANSJI operates within a traditional work environment and anticipates that a significant portion of the work will be conducted within the community.

Holidays: Holiday pay is paid to all full-time and part-time employees in accordance with the Nova Scotia Labor Standards Code. ANSJI observes the following holidays:

- Salaried Workers: New Year's Day, Heritage Day, Good Friday, Easter Monday, Victoria Day, Canada Day, Civic Holiday in August (Natal Day), Labor Day, Thanksgiving Day, Remembrance Day, Christmas Eve, Christmas Day and Boxing Day.
- All other days that may be considered holiday will need prior approval of the Executive Director.

Vacation: The Employee will be granted fifteen (15) days of vacation per annum and will be taken at agreed upon times by the Employee and Employer. Additionally, there are two designated "shut down" periods one in the summer and one in the winter months during which you will have time off. The Employee will be notified of these shut down periods in advance.

Probation Period: Successful candidates will undergo a 3-month probationary period to assess performance and suitability for continued employment.

Start date: To be determined by the Executive Director.



Pension: Upon completion of the mandatory probationary period, the employee will be permitted to join ANSJI RRSP pension matching program if interested, but this is not mandatory

Benefits: The Employee will be eligible to enroll in the ANSJI benefits program after successful completion of the probationary period. The benefits are mandatory unless waived by the insurance company if the Employee has comparable coverage.

If you are interested in this position, please submit your expression of interest to the ANSJI Director of Operations, Sarah Upshaw, at sarah.upshaw@ansji.ca subject line: *Communications Officer*, no later than Midnight on May 3, 2024.