

Job Advertisement: Communications & Website Coordinator
One-Year Full-Time Term Position; Option to Renew
Work Location: Central New Brunswick, Mainland Nova Scotia, or Prince Edward Island
(Hybrid work environment: required in-office two-three days per week)

Application Deadline: April 28, 2025

United Way Maritimes — with teams located in and serving the regions of Central New Brunswick, Colchester & Cumberland Counties, Halifax, Lunenburg County, Pictou County, Prince Edward Island, and Saint John, Kings & Charlotte — is a for-impact organization that brings donors, volunteers, and partners together to create lasting social change. We believe everyone matters and deserves to belong, be safe, and live a life of their choosing. To help, United Way Maritimes alleviates and reduces local poverty by funding, partnering, convening, and advocating for solutions. United Way Maritimes is part of a federated movement of 60+ United Ways across the country.

The staff at United Way Maritimes takes pride in bringing together people who have a range of experience, talents, and backgrounds. We share a passion for each of the places we call home and bring many different skills and strengths to the work we do. Our community and social change priorities include poverty, social isolation, affordable housing, people experiencing marginalization and vulnerability, and recovery and resilience to environmental, mass casualty and public health emergencies. We provide a supportive and flexible work environment filled with opportunity, balance, and laughter.

Reporting to the Vice President, Marketing, Communications & Public Policy, the Communications & Website Coordinator will primarily be responsible for project managing the development of a new, single website for United Way Maritimes. They will also support the execution of communications and marketing plans for different areas of the organization. This is a terrific opportunity to contribute to a newly formed organization and play a lead role on an exciting and complex project.

The key responsibilities of the role include:

- Project Coordination & Management – responsible for project management (in partnership with a professional agency), the development of a highly functional website for United Way Maritimes that allows for effective storytelling, strong functionality and usability, and effective reporting at a local and regional level.
- Communications & Marketing Plans – lead and contribute to the development of various communications and marketing plans related to fundraising and donor-stewardship projects and campaigns, as well as community investment activities and projects.
- Supporting Team Activity – as needed, support the Marketing & Communications team with various projects, priorities, and events.

Our ideal candidate is results-focused, and customer service-oriented with an ability to work independently and in a collaborative team environment. They are accustomed to setting objectives, tracking results, and measuring the impact of strategies and activities. They are a natural relationship builder who seeks out and value diverse opinions and approaches.

Additional Qualifications:

- Undergraduate degree or diploma in communications, public relations, marketing, or a similar field (or equivalent life experience, self-guided learning and transferrable skills).
- 2-4 years relevant work experience. Non-profit experience considered an asset.
- Experience managing and updating organizational website(s).
- Experience managing (with agency or consulting partners) the revamp, major update, or development of a new website.
- Preference for experience writing for donors and/or in a non-profit social service agency setting.
- Experience working with vulnerable populations (in a personal, volunteer, or professional capacity).
- Experience managing (with agency or consulting partners) the revamp, major update, or development of a new website.
- Preference for experience writing for donors and/or in non-profit social service agency setting.
- Experience working with vulnerable populations (in a personal, volunteer, or professional capacity).

United Way Maritimes is committed to a comprehensive compensation package including salary, group retirement savings plan contribution, health and dental benefits, generous vacation time, and professional development and training. The salary range for this position starts at \$49,300 per year. If you have questions about the role or compensation package, please contact Danielle Tobin at jobs@unitedwaymaritimes.ca or 902-755-1754.

If this sounds like you, let us know by sharing your resume and cover letter outlining why you could be the right fit for United Way Maritimes and this role. Submit your application to jobs@unitedwaymaritimes.ca by April 28th, 2025, at 11:59pm (AST).

United Way Maritimes deeply values equity and is committed to ensuring our staff community reflects the diversity of the wider community. We welcome applications from African Nova Scotian people, people of African descent, Indigenous peoples, racialized people, women, people with disabilities, people of varied sexual and gender identities, and others with the skills and knowledge to productively engage with diverse communities. United Way Maritimes seeks to maintain its commitment to inclusion and equity and recognizes that increasing the diversity of our staff supports this objective.

During the recruitment process, applicants have the right to request an accommodation. Applicants invited to participate in an assessment process (such as an interview or testing) and who require accommodation should discuss their needs in advance of the assessment.