



The Nova Scotia Liquor Corporation, the largest single banner retail business in Nova Scotia, generates more than half a billion dollars of revenue a year, returning more than \$200 million profit annually to the province. It employs more than 1,500 Nova Scotians, offering almost 6,000 products from around the globe through 160 retail outlets, and 2,100 licensees. The NSLC is driven to be a sustainable and community focused organization helping to make Nova Scotia an even better place to live.

Community Relations Specialist

We are seeking a Community Relations Specialist who will be responsible for developing, implementing and administering the Community Relations strategy and related media activity including: cause marketing, employee recognition, corporate fundraising; as well as managing the NSLC's Adopt-a-Stream Fund. Each component will encompass several key strategies that will demonstrate corporate leadership, engage employees in success and help build stronger communities. In addition, the Community Relations Specialist will support the Vice President with corporate media relations.

As a qualified candidate, you will have:

- Undergraduate degree in communications, public relations or business administration
- Five years experience in retail marketing and/or corporate communications
- Event management experience
- Media relations experience

As the ideal candidate, you will also have:

- Experience in a fast-paced retail environment
- Seven years leading community relations programs and/or communication experience with a major retail business or equivalent event management experience
- Experience as a corporate media spokesperson

The NSLC offers a dynamic work environment with opportunities for growth and professional development. If you are interested in exploring this exciting career opportunity, please merge your resume and covering letter in one document and submit by email to: recruiting@myNSLC.com no later than **8:00 am on Monday July 26, 2010** (MS Word or PDF attachments only please). Please quote Competition: ***Community Relations Specialist*** in your cover letter. Thank you for your interest in the NSLC.

The NSLC is an equal opportunity employer.

While we appreciate the interest of all applicants, only those selected for an interview will be contacted.

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| Position Title: | Community Relations Specialist |
| Reports to: | Senior Manager, Communications |
| Business Unit: | Communications, Corporate Responsibility & Business Development |

Position Summary

Reporting to the Senior Manager, Communications, the **Community Relations Specialist** is responsible for developing, implementing and administering the Community Relations strategy and related media activity including: cause marketing, employee recognition, corporate fundraising; as well as managing the NSLC's Adopt-a-Stream Fund. Each component will encompass several key strategies that will demonstrate corporate leadership, engage employees in success and help build stronger communities. In addition, the Community Relations Specialist will support the Vice President with corporate media relations.

Job Functions

Essential Responsibilities

- Develop, execute and promote the NSLC's Community Relations Program and related media activity
- Develop a comprehensive communication plan designed to inform NSLC employees and stakeholders of our community relations efforts
- Develop and administer all aspects of the cause marketing 'Celebrate Nova Scotia Talent Program' and maximize all sponsorship opportunities
- Create, execute, and manage a new Employee Recognition Program
- Develop targets and reporting procedures to measure performance in Community Relations, Cause Marketing and the Employee Recognition Programs
- Manage the administration of the NSLC's Adopt-A-Stream Fund
- Develop positive relationships with community-based organizations that result in positive visibility and media coverage
- Manage all aspects of corporate sponsorships and related budgets
- Manage and effectively implement the NSLC's Cash Can and Canvassing Programs
- Support employee and corporate fundraising initiatives including the annual campaign for the IWK Health Centre and United Way
- Develop content for all corporate publications related to community relations

Secondary Responsibilities

- Assist in the management and logistics of Business Unit meetings including the annual Managers' Conference
- Contributes to the preparation and management of related budget and business planning in the area of community relations and cause marketing
- Develop and write policy as required by the Business Unit
- Act as an ambassador for the NSLC at various community and corporate events
- Build positive working relationships with all internal and external stakeholders
- Develop and execute news releases and media events to showcase community related events; support corporate media relations activities
- Demonstrate commitment to the NSLC's social responsibility mandate
- Demonstrate commitment to workplace health and safety
- Travel in own vehicle required, primarily within Nova Scotia, especially during summer months in relation to community events

- Other related duties and responsibilities as assigned

Qualifications

Knowledge, Skills and Abilities

Knowledge

- Knowledge of proactive communication strategies, marketing and advertising best practices
- Sound knowledge of project management
- Sound knowledge of the Liquor Control Act and the Freedom of Information and Protection of Privacy Act

Skills

- Excellent written and spoken communication skills
- Strong presentation and public speaking skills
- Ability to proactively identify, manage and mitigate risk
- Strong problem solving, analytical and dispute resolution skills
- Excellent negotiation and interpersonal skills
- Strong creative, professional approach to communication concepts and community involvement
- Strong judgment, tact and excellent time management skills required
- A keen self-starter with above average initiative

Abilities

- Exercise consistent and sound judgment in demanding situations
- Work well independently and in a team environment
- Ability to manage budget and control expenses
- Ability to proof read and edit accurately
- Ability to prioritize work effectively and multi-task is required

Education and Experience

Required

- Undergraduate degree in communications, public relations or business administration
- Five years experience in retail marketing and/or corporate communications
- Event management experience
- Media relations experience

Preferred

- Experience in a fast-paced retail environment
- Seven years leading community relations programs and/or communication experience with a major retail business or equivalent event management experience
- Experience as a corporate media spokesperson

An alternate combination of education and experience may be considered equivalent.