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Village on Main - Community Improvement District
Legal Name: Main Street, Dartmouth Business Improvement District Association

Job Description
Project Lead- 12 weeks- 35 hrs/wk

Job Title: Communications Strategic Plan (CSP) Project Lead

Job Base Location: 208 -175 Main Street, Dartmouth, N.S., and work from home

Position Reports to: Graziella Grbac: Executive Director, Village on Main- CID

Candidates MUST meet JCP funding guidelines:

<https://novascotia.ca/employmentnovascotia/programs/job-creation-partnerships.asp>

BACKGROUND:

We are a non-profit organization tasked with the economic development of a commercial district. The community has undergone public engagement in the early 2000's and as a result it's land use rules changed in 2013. We do much work behind the scenes and promote our new vision. Our biggest challenges are staying focused on priority projects and communicating what we do effectively. We completed a strategic plan this year and it now requires a communications plan to give it legs. This project would involve inventory of programs, activities and communications platforms, assessing their value and fit with our strategic plan and integrating an efficient communications plan that effectively links what we do with what we say.

OUR MISSION: As The Village on Main Community Improvement District (CID) Association we are charged with transforming the Village on Main community:

- *from grey to green;*
- *from apart to accessible;*
- *from temporal to sustainable.*

OUR VISION: *An inclusive and sustainable community where spaces and neighbours are welcoming and connected.*

For more information see our website: www.villageonmain.ca

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Main Street Dartmouth Community Improvement District

RESPONSIBILITIES:

The project involves developing a Communications Strategic Plan:

1. Communications Audit: current platforms, surveys, messages, audience, etc. How what we say compares with what we do (partially complete)
2. Creation of a draft communications plan tied to our Strategic Plan:
3. Gather and incorporate feedback: present to staff/board, focus group, incorporate changes, approval of plan
4. Action Communications Plan: revamp website, integrate SimplyCast platform and streamline for external communications.

The candidate will be the lead on this project and will be mentored by the Executive Director and our Communications and Marketing consultant as well as receive feedback and input from our board of directors and our membership.

Candidate must be able to work independently as well as a valued team member; excellent written and verbal communication skills, ability to work in harmony with multiple community teams of all ages. Confidentiality and discretion. Demonstrate leadership and initiative.

As a small organization, Village on Main CID offers project leads the opportunity to work in a lead capacity on high level innovative projects where their creative suggestions are welcomed and can quickly move to implementation.

Project leads will be profiled on SuperHeros page of www.villageonmain.ca

Hours of Work: 35 hrs week; in-office and at-home work
Work Term: 12 week term
Rate of Pay: \$16.37 / hr
Start Date: ASAP

Interested applicants may apply by contacting the executive director:

Graziella@villageonmain.ca