

Role Profile

Manager of Communications & Marketing (Parental Leave – 13 Month Term)

Société **Alzheimer** *Society*

N O V A S C O T I A

Table of Contents

Organizational Profile	Page 3
Additional Information	Page 5
The Role	Page 6
Key Areas of Responsibility	Page 7
Key Competencies	Page 9
The Ideal Candidate	Page 10
Appendix 1: Media Posting	Page 12

Organizational Profile

- **Our Values**
- **Board of Directors**
- **Alzheimer Society Federation**
- **First Link®**

The Alzheimer Society of Nova Scotia (ASNS) is the leading not-for-profit organization working to improve the quality of life for Nova Scotians affected by dementia and advance the search for the cause and cure. Since 1983, ASNS has been providing help for people with dementia, their care partners and healthcare professionals – and that help comes in many ways.

Over 600,000 Canadians currently live with dementia, and that number is expected to rise to 1.7 million by 2050. In our province alone, over 16,000 Nova Scotians live with the disease, and that number is expected to almost double in the next 30 years. Dementia is the fastest growing healthcare issue of our time.

Mission Statement

ASNS is committed to alleviating the personal and social consequences of Alzheimer’s disease and other dementias and promoting the search for causes and cures.

Vision Statement

- Provide leadership in addressing the reality of Alzheimer’s disease and other dementias.
- Strengthen existing programs and create new ones in response to ever increasing needs.
- Advance and develop educational opportunities.
- Participate in and promote research.
- Provide an environment that attracts and retains high quality staff and volunteers.

Lighting Our Future Path: Strategic Intentions 2022-2027

The result of extensive community and stakeholder consults, our strategic intentions set a course for 2022-2027. Through execution of this plan, we aim to expand existing services and ensure supports for every stage of the dementia journey, from diagnosis to end-of-life. We intend to support caregivers, in both formal and informal settings, to ensure they are equipped with adequate knowledge, skills, and resilience. We commit to addressing barriers to dementia support, whether they are cultural, geographical, or otherwise. And we plan to work collaboratively with government, healthcare, and sector partners to ensure we amplify the voices of those with lived experience, and ensure we are focused on advocacy issues that matter to them. Read our full strategic intentions document at www.alzheimer.ca/ns/stratplan.

Our Values

Our values are “CARE: Collaboration, Accountability, Respect, and Engagement.” Work is in progress to ensure that ASNS values underpin all aspects of our working culture, from hiring and orientation, performance evaluations, how we manage our day to day and how we interact with each other:

- **Collaboration** - We work together as one organization, and actively engage with partners to fulfill our mission and achieve our goal – that Nova Scotians receive personal and responsive services throughout their dementia journey.
- **Accountability** - We measure our performance and follow a process of continuous improvement. We are accountable for our actions, we lead with personal accountability, and must account to our stakeholders for our use of the financial and human resources available to us.
- **Respect** - We set for ourselves the highest standards of honesty, trustworthiness, and professional integrity in all aspects of our organization and conduct our work with the utmost respect for the dignity and the rights of the people we serve, and those we work alongside.
- **Engagement** - We strive to engage stakeholders in meaningful ways. To inform, listen and be attentive to those we work with - people with dementia, families, community partners, donors, volunteers, and staff members.

We Are ASNS!

Our talented staff team works across four core organizational functions: Finance & Operations, Programs & Services, Research & Advocacy and Philanthropy. Each department has a Director as lead (reporting to the CEO), with a small management structure underneath. Though we recruit and work based on specialties, it is widely understood that anyone who joins our team ‘works as one’ with their colleagues. We all have a role to play in ensuring the health, success, and sustainability of our organization and its deliverables across all functions and we work as needed to meet mission and fiscal goals.

I.D.E.A (Inclusion, Diversity, Equity & Accessibility)

Dementia does not discriminate. We put personhood at the centre of our work, and we continue to build an inclusive culture that encourages, supports, and celebrates the diverse voices of our employees, clients, and stakeholders. All qualified applicants will be considered for our team, and we encourage applicants from diverse communities to self-identify in their application. Please request any accommodation required to facilitate the recruitment process.

Our I.D.E.A strategy is central to our new strategic initiatives, and we invest in organization-wide training and development to better support all equity-deserving communities.

Board of Directors

The dedication, enthusiasm and expertise of our Board of Directors makes it possible for us to continue to support Nova Scotians affected by dementia.

Alzheimer Society Federation

ASNS is a member of the Alzheimer Society Federation (the Federation) which consists of 10 provincial societies and the Alzheimer Society of Canada (ASC). This Federation is defined as a network of partners committed to a common mission and a shared brand and program model, while remaining legally independent from one another. In addition to independent provincial strategic plans (the responsibility of individual societies), there is also a Federation-wide strategic plan, and it is crucial each society is in support of effective execution of both. There are shared financial mechanisms relating to nationwide revenue sharing, provincial support of the nationwide Alzheimer Society Research Program, and an annual assessment for shared service provision.

First Link®

ASNS operates using the First Link® model of Programs and Service delivery. Persons living with dementia and their families or care partners are connected to the Alzheimer Society for information, education, support, and referral. These connections are ideally made as early as possible in the course of the disease and are maintained throughout the progression of the disease via a combination of programs and services provided by ASNS, alone or in partnership with other health and community agencies. Clients may contact the society directly or be referred by a physician or other health care provider.

Additional Information

- Alzheimer Society of Nova Scotia
<http://www.alzheimer.ca/en/ns>
- Partnerships
<http://www.alzheimer.ca/en/ns/About-us/About-the-Alzheimer-Society/Our-Partners>
- About Dementia
<http://www.alzheimer.ca/en/ns/About-dementia>
- Programs and Services
<https://alzheimer.ca/ns/en/programs-services>
- The Landmark Study Report
<https://alzheimer.ca/ns/en/landmark>
<https://alzheimer.ca/ns/en/landmark2>

The Role

The Manager of Communications & Marketing (Parental Leave – 13 Month Term) is a key leadership role in the Society and, under the direction of the Director of Finance & Operations, leads a team of two marketing and communications professionals. Primary areas of responsibility include creating and implementing integrated communication and marketing strategies for external and internal audiences. This includes understanding the desired stakeholder experience, managing and developing engaging content for distribution across diverse channels and platforms, supporting community outreach and engagement, event collaboration and overseeing all org-wide communication and marketing activities.

Accountability & Relationships

The Manager of Communications and Marketing (Parental Leave – 13 Month Term) reports to the Director of Finance & Operations, works collaboratively as part of a broader Operations and Leadership team, and provides direction and leadership to team members within the Marketing & Communications Department. In addition, this person works with other staff and volunteers of ASNS and other organizations as appropriate to carry out the responsibilities of this position.

The Details

This is a full-time position, five (5) days/thirty-five (35) hours per week, with core working days and hours of Mondays to Thursdays from 8:30 am – 4:30 pm (60 min lunch) and Fridays from 8:30am – 4:00pm (30 min lunch). Friday hours may be reduced further (8:30am -1:00pm), at your discretion during any week, via the use of our Flexible Fridays initiative. Occasional evening and weekend hours may be required, which is compensated for on a flex-time basis. Currently, most staff work in the provincial Halifax office approximately 50% of the time and from a home or remote office approximately 50% of time. This arrangement is subject to change with notice.

A laptop is provided as are general stationary items such as paper, file folders and writing instruments as needed. Please note that as a condition of employment, all ASNS employees are required to possess a smart, employee-owned cellular device for limited work-related purposes. The primary purpose is for use of Microsoft's Authenticator app to access ASNS systems, and for which employees receive a monthly allowance (currently \$25 per month).

A home office requires secure and reliable internet connectivity as well as privacy. Office furniture is not provided for home offices; however, a stipend is provided to offset costs related to internet and furniture.

ASNS offers competitive salaries, a comprehensive benefits package including an employee assistance program, a professional development allowance and support from a staff Wellness Committee.

Key Areas of Responsibility

1) Leadership

- Provides operational and strategic leadership working collaboratively as part of the Senior Leadership Team alongside the CEO, Director of Finance & Operations (DFO), Director of Philanthropy (DP) and Director of Programs & Services (DPS).
- Oversees a highly skilled, motivated team of professionals and manages the departmental budget.

2) Content Management

- Manages, creates, reviews, edits and coordinates informative, educational and compelling audience-centric, communications & marketing content (digital and print), including: organizational profiles, presentations, speaking notes, press releases, key messaging, ads, campaigns, videos, photos, posters, banners, event materials, etc;
- Reviews, updates and maintains organizational brand standards and ensures communications and marketing content conformity;
- Coordinates, monitors and oversees staff training media training as required.

3) Distribution Management

- Manages, coordinates, and oversees communications and marketing content distribution, utilizing a diverse range of external and internal channels & platforms, including but not limited to: ASNS website, 3rd party landing pages, blogs, brochures, pamphlets, booklets, newsletters, emails, social media (including Facebook, Twitter, Instagram, LinkedIn, YouTube), Microsoft Teams, etc.

4) Technical and Analytical Management

- Assesses need, subscribes to, utilizes and manages various software, platforms, tools and their interfaces such as Adobe, Flipsnack, CodeTwo, iStock, MailChimp, Go Daddy, etc;
- Utilizes and updates relevant communications and marketing fields in the organizational database;
- Manages and oversees relevant data analytics;
- Participates in the preparation, monitoring and reporting of budgets and KPIs;

5) General Duties

- Liaises and manages working relationships with ASC, media outlets and partners;
- Negotiates, manages contracts and stewards relationships with vendors including marketing agencies, printers, Canada Post etc.
- Participates in departmental meetings as required, all-Staff meetings, other meetings, working groups and committees as appropriate;
- Provides event management support before, during and after as required;
- Monitors and shares relevant media to keep ASNS aware of the current news;
- Participates in the fulfillment of the Society's mandate for continuous quality improvement by supporting the development of tools, maintaining records, gathering statistics and other duties as may be assigned.

Key Competencies

1) Teamwork

- Supports the evolution of strong co-operative working relationships.
- Seeks advice when needed;
- Recognizes different ways of working and the need for flexibility.

2) Leadership

- Works holistically as a part of the Leadership Team and plays a leading role in ensuring overall organizational health.
- Leads by example, actively promoting a unified working culture that embraces and encourages cross-functional working, understanding, and collaboration in line with ASNS organizational values.
- Recruits, retains, manages, evaluates, and communicates regularly with Communications and Marketing Staff (supported by SLT as needed).
- Supports the Director of Finance & Operations and the CEO in the development and review of ASNS' communication and marketing policies and practices;
- As part of leadership, actively supports the organization in the creation and subsequent operationalization of strategic planning.

3) Communication

- Demonstrates empathy and respect; and possesses skills in active listening;
- Ability to adapt communication style to needs of learning groups;
- Confident giving and receiving feedback.

4) Technical

- Proficient in use of the following:
 - Microsoft Excel, Word, PowerPoint, Outlook, Teams, and SharePoint
 - Adobe Acrobat
 - Website management and social media
- Donor databases or CRM platforms (RE NXT preferred)

5) Cultural Humility

- Displays empathy and understanding related to the complex realities of communities and populations experiencing barriers to equitable health care, and discrimination in general;
- Has awareness of own culture and is open to explore issues of unconscious bias;
- Possesses enthusiasm to learn about and understand diverse behaviours, values, and attitudes;
- Understands how one's own position can support the improvement of systems and relationships that support equitable health outcomes for all Nova Scotians.

The Ideal Candidate

Education & Experience

- A post-secondary degree in marketing, communications, public relations, or a related field.
- Minimum of 4-5 years of progressive, related experience in marketing and communications strategy and execution;
- Leadership experience and experience managing a team are considered strong assets.
- Exceptional project management skills, collaborative team player able to support multiple priorities and timelines.
- Strong person-centric focus, with a proven ability to build and maintain effective relationships at all levels of an organization.
- Experience in planning and executing communications and marketing strategies, storytelling skills (written and verbal).
- Strong attention to detail
- Experience with SEO, social media and metrics data analysis for optimization.
- Experience in Google Suite, Microsoft products and WordPress.
- Knowledge of Nova Scotia's health system, Alzheimer's disease and other dementias; health charity/not-for-profit environment an asset;
- Experience working with databases an asset.

Attributes

- Excellent organizational and time management skills;
- Exceptional listening, oral and written communications skills;
- Ability to work independently and as a strong team contributor;
- Demonstrated commitment to continuing professional development;
- Sensitivity to the needs of persons living with dementia and their families;
- Professional communicator, open and transparent communication style;
- Open to asking for and accepting help when needed;
- A values-based working style; decisions and actions reflect the shared values of ASNS.

Appendix 1: Media Posting

Manager of Communications & Marketing (Parental Leave – 13 Month Term)

Halifax, Nova Scotia

Would you like to work with a non-profit organization that is making a difference in the lives of people living with dementia? Are you excited by the opportunity to play a pivotal role in the delivery of our organization's mission? The Alzheimer Society of Nova Scotia (ASNS) is seeking an innovative, dynamic Communications and Marketing professional to work with our dedicated Operations, Communications and Marketing, and leadership teams.

ASNS is the leading not-for-profit organization working to improve the quality of life for Nova Scotians affected by Alzheimer's disease or other dementias and advance the search for the cause and cure. Since 1983, ASNS has provided help for people with Alzheimer's disease and related dementias and their care partners – and that help comes in many ways. The organization has grown significantly over its 40+ years and presently employs over 40 well-trained, committed, hardworking staff, in the areas of Operations, Programs & Services, Philanthropy, Advocacy and Research.

Reporting to the Director of Finance & Operations, the Manager of Communications and Marketing is responsible for creating and implementing integrated communication and marketing strategies for external and internal audiences. This includes understanding the desired stakeholder experience, managing and developing engaging content for distribution across diverse channels and platforms, supporting community outreach and engagement, event collaboration and overseeing all org-wide communication and marketing activities.

As part of a strong and focused team, the Manager of Communications and Marketing will bring their university-level education or equivalent, knowledge and experience, as well their professional collaborative approach, to this very important role. To learn more about this exciting opportunity, visit www.alzheimer.ca/ns/careers for a full role profile.

ASNS offers competitive salaries, a group RRSP plan, a comprehensive benefits package, an annual Education Allowance, an Employee Assistance Program and Wellness Committee initiatives. The annual salary band for this position is \$68,980 to \$70,980. The ideal start date for this position is Monday, January 12, 2026.

To apply, please send a resume and cover letter as one pdf document to Jenna Corcoran, Manager of Communications & Marketing, jenna.corcoran@asns.ca and Human Resources, hr@asns.ca. Your cover letter should include a description of how your skills, education, and experience make you a good candidate for this position. Please apply by **Tuesday, November 18, 2025, 11:59 pm**.

The Society values diversity and inclusion and is committed to supporting equity deserving communities. We are dedicated to building an organization that reflects the diversity of the people we serve and communities in which we live. Our commitment is to create an environment where everyone feels a sense of belonging and has the opportunity to reach their potential.

We encourage applications from all qualified candidates including Indigenous Persons, Black/African Nova Scotians, members of racially visible communities, persons with disabilities, persons of a minority sexual orientation, gender identity and/or expression, and/or language minorities. Applicants are encouraged to self-identify in their cover letter. Please feel free to request accommodations as needed.

We thank all applicants for their interest, however, only those candidates selected for an interview will be contacted.