**Job Advertisement: Communications Officer**

**Permanent Full-Time Position**

**Work Location: Central New Brunswick or Prince Edward Island**

**(Hybrid work environment: required in-office two-three days per week)**

**Application Deadline: September 14, 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 Manager, Communications & Public Policy, this role is a strategic catalyst for change – helping shape when, how, and why we speak out to champion community issues, raise awareness, and drive transformation. You will play a key part in amplifying urgent issues, sparking public and partner engagement, and safeguarding our reputation as a trusted voice for progress and local community.

The key responsibilities of the role include:

* **Developing** strategic communications and advocacy plans for key initiatives and issues.
* **Creating** clear, consistent messaging and materials—from reports and blog posts to media releases and educational content.
* **Supporting** government relations through research, updates, and stakeholder prep.
* **Strengthening** relationships with agencies, partners, and the public through thoughtful engagement and sector communications.
* **Monitoring** media and trends to inform strategy and keep our voice relevant.
* **Contributing** to equity-focused communications and supporting major events.

Our ideal candidate is a strategic communicator with a passion for social impact. You are experienced in crafting compelling messages that inform, inspire, and mobilize. You are comfortable navigating complex issues and translating these topics into accessible and engaging content for diverse audiences. You thrive in fast-paced environments, balancing mid-long-term planning with responsiveness to emerging issues. You are naturally collaborative, curious, and committed to excellence in all communications.

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).
* 3 years of progressive experience.
* Strong written and oral communications skills and experience.
* Experience working with vulnerable populations (in a personal, volunteer, or professional capacity).
* Comfortable working with a wide range of digital platforms and software solutions (e.g. Mail-Chimp, WordPress, Eventbrite, etc.) and adapting to any new or emerging digital tools that improve the effectiveness of the team or organization considered an asset.

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 **September 14, 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.*