

Sheralee Mitchell-MacEwan

From: Executive Council <Executive.Council@novascotia.ca>
Sent: Friday, April 14, 2023 10:56 AM
To: Atwood, Tammy; Beaudin, Erin ; Bogle, Dale; Boyd, Jennifer; Brooks, Victoria; Brown, Linda; Carroll, Barry; Cloney, Linda; Conrad, Sherry; Conrod, Scott; Crowder, Tammy ; Cullen, Brian; Cyr, Stephane; Dick, David; Doane, Sherry; Dolter, Mike; Doyle, Terry; Dube, Jacques; Frotten, Chris; Gray, David; Gushue, Jeffrey; Heide, Dylan; Herrett, Greg; Higdon, Susan; Horne, Glenn; Lawrence, Jeffery; MacDonald, Jason; MacDonald, Keith; MacDonald, Lisa; MacDonald, Marvin; MacEachen, Leanne; MacEwan, Tom; Marchand, Don; McDougall, Dan P.; McNeill, Chris; Millett-Campbell, Sandi ; Sheralee Mitchell-MacEwan; Muise, Alain; Ossinger, Tom; Payne, Michael; Payne, Trudy; Phillips, Mark; Kim Ramsay; Renton, Beatrice; Simonds, Rob; Slaunwhite, Kyle; Sunderland, Jeff; Sutherland, Marilou; Town of Truro Admin; Troke, Dan; Walsh, Marie; Young, Joyce
Subject: Notice of the Spring 2023 ABC Advertising
Attachments: Spring 2023 Ad (dailies).pdf; English (weeklies).pdf; French (weeklies).pdf; English - Social media sample.png; MEDIA Postings Spring 2023.pdf

The Governance and Accountability Unit of the Executive Council Office (ECO) is commencing the Spring 2023 recruitment campaign inviting all Nova Scotians to visit the [ABC webpage](#) to learn more and submit online applications.

As you may recall, ECO now has an online ABC web application system. The system enables applicants to more easily:

- Search current opportunities
- Submit applications and reapplications for ABC appointments
- Monitor the status of current applications and appointments
- Review their appointments history
- Update personal contact information and resume

Attached is a copy of the Spring 2023 ABC print advertisement and a sample of a social media post. This advertisement sees a return to the basics by listing all the boards with vacancies, in the hopes of attracting numerous applications.

The list of current opportunities being advertised during this campaign is available online at <https://novascotia.ca/apps/abc/CurrentOpportunities.aspx>. Please note that the list will change slightly during the campaign as vacancies are filled and others open unexpectedly.

We have also created an ASL video for the campaign. Here is the link to the video: <https://vimeo.com/810522784/34af32a6b5>

Also attached is the Media Postings list which outlines the details of where and when the print, social, and online ads will appear.

The first print ads will start to appear on **Saturday, April 15, 2023**. Social and online media posts will begin this week.

The deadline for applications to adjudicative ABCs is Tuesday, May 24, 2023. Applications for non-adjudicative ABCs will be accepted at any time but it is expected that departments will begin screening them soon after May 24th.

If you have any questions, please feel free to contact us at anytime.

Mora and Shawn

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ABC Phone: 902-424-4877 or Toll-Free 1-866-206-6844 | Executive.Council@novascotia.ca
ABC Web Application Login: <https://novascotia.ca/apps/abc/ABCs-Online/Login.aspx>

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