

The Great Trail – created by Trans Canada Trail – is the longest network of multi-use recreational trails in the world. It is used by millions of Canadians and international visitors to experience our country’s legendary wilderness, cycle historic rail trails, explore provincial and territorial capitals, canoe the routes of early explorers, visit national and provincial parks and historic sites, commute to and from work, and enjoy the benefits of safe, healthy, active living.

Trans Canada Trail (TCT) is responsible for facilitating the planning and development of The Great Trail, working closely with provincial/territorial partners and local trail groups and municipalities; raising funds for local and national trail initiatives; and marketing and promotion of the Trail.

COMMUNICATIONS & MARKETING COMMUNITY COORDINATOR

(16-week contract)

ROLE DESCRIPTION AND REPORTING RELATIONSHIPS

Trans Canada Trail is seeking a highly motivated individual who is keen to learn about and contribute to our social media and marketing initiatives. Due to the COVID-19 pandemic, this position is remote. Applicants must be equipped to work remotely, and will report to the Manager, Communications & Marketing on a daily basis, as well as work in cooperation with a team of two: our Communications Advisor and our Digital Outreach Coordinator.

The Communications & Marketing unit supports other departments with their communications needs, and develops fresh ideas to mobilize, inspire and engage our audiences. We interact with journalists, online readers and social media followers but also copywriters, fellow employees, Trail Partners and volunteers. The ideal candidate will be working with Canada’s best non-profit – as voted by the Canadian Museum of Nature in 2019. Working with us is the opportunity to learn from professionals from diverse backgrounds who are willing to share their knowledge.

I. KEY RESPONSIBILITIES

Social Media

- In consultation with the Digital Outreach Coordinator, develops CRM and social media initiatives that deepen relationships with online community members
- Research photos, write and/or translate upcoming social media posts
- Reviews and monitors social media performance and assist in compiling weekly statistics
- Suggests insight-driven enhancements to TCT’s social media practices and utilizes current and evolving trends to grow and retain TCT’s online community
- Update media library (photos and videos)
- Monitor and signal interactions that require immediate attention (e.g. comments, questions, inaccuracies, etc.)

Media and Public Relations

- Assist the Communications Advisor with media requests and various marketing projects
- Find and provide photos when asked by journalists
- Provide journalists with information and facts when required
- Provide administrative assistance to support marketing projects
- Coordinate advertising projects
- Provide ideas and submit concepts during brainstorming sessions

Community Engagement Events and Special Projects

- In collaboration with his/her team, assists in research, planning and executing events/projects while recognizing TCT's vision and growth objectives
- Assist in the development of print and digital collateral to support these events/special projects
- Collaborate with internal units and partners to encourage active participation and delivery of event commitments
- Maintain strong, coordinated, and positive relationships with partners and stakeholders
- Assist with budget management

II. KNOWLEDGE, SKILLS AND ABILITIES

- Is passionate about current social media, digital marketing, CRM and PR practices
- Well-organized with the ability to multi-task
- Demonstrates sound judgement and problem solving skills
- Is proficient in Microsoft Office; Wordpress and MailChimp knowledge considered an asset
- Speaks and writes English fluently; the ability to speak and write French is a strong asset
- A team player with the ability to function independently, but collaboratively to meet deadlines

III. EXPERIENCE AND EDUCATION

- Completed or completing a program/degree in a related field such as marketing, communications, public relations or journalism
- Passion for learning and growing the marketing field
- Experience with not-for-profit organizations, online media, start-ups, freelance work an asset

Location: Applicants must be equipped to work remotely.

We thank all applicants for their interest in Trans Canada Trail; only those candidates selected for an interview will be contacted.

Please submit your resume in confidence before June 27, 2020.

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Attn: Communications & Marketing Community Coordinator

www.thegreattrail.ca