

POSITION AVAILABLE: **WEBSITE & DIGITAL MANAGER**



MISSION: We will promote and assist in the development and use of The Great Trail of Canada – created by Trans Canada Trail and our partners – by supporting success at the local level in the continued improvement and enhancement of this national network.

The Great Trail of Canada – 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) – a not-for-profit organization – 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.

WEBSITE & DIGITAL MANAGER (one-year contract, possibility of renewal)

ROLE DESCRIPTION & REPORTING RELATIONSHIPS

The Website & Digital Manager reports directly to the Vice President, Chief Communications and Marketing Officer, and works closely with the Manager, Communications & Marketing. They are responsible for the Trans Canada Trail's website implementation plan, as well as lead the execution, measurement and reporting for all digital marketing efforts.

The ideal candidate will be working with Canada's best non-profit – as voted by the Canadian Museum of Nature in 2019. If you are detail-oriented, curious, and a forward-thinking team player with the ability to turn data into insightful information to help tell the Trail's story, TCT is the right fit.

While the main office is in Montreal, the location for this role can be remote.

I. KEY RESPONSIBILITIES

- Oversee a complete rebuild of the TCT's website, working closely with an external agency.
- Lead the interdisciplinary project team, to gather input and support from all staff. Collaborate with internal teams to create a unified approach to drive deeper audience engagement.
- Manage all aspects of the website implementation plan including: project timeline, budget, wireframe planning, map, content migration, as well as internal communications related to deliverables (status/success).
- Monitor, analyze and report on existing website and social media performance to ensure proper evaluation of ongoing optimization of tracking and implementing changes (through Google Analytics, Google Tag Manager, Google Data Studio, etc.).
- Support the implementation and training of new system requirements, particularly the integration of a new CRM (Salesforce), a new Content Management System, and a new Digital Asset Management system.

- Develop and execute a roadmap for ongoing digital marketing efforts.
- Provide technical assistance to staff as it relates to web functionality, features, navigation and other technical requests.
- Manage web and social publishing requests, including the design of web pages and/or microsites, to support each unit's goals (communications and marketing, fundraising, trail development).
- In collaboration with the Manager, Communications & Marketing, support in the development, execution and reporting of digital marketing and social media activities including curation of monthly social media calendar, analyzing social media performance, compiling weekly statistics and suggest insight-driven enhancements to TCT's social media practices.

Other tasks

- Actively participate in meetings, work sessions, committees, and other work groups, workshops, or training sessions, as well as special TCT events.
- Carry out other projects, mandates, and tasks related to TCT's mission.

II. EXPERIENCE, KNOWLEDGE, SKILLS AND ABILITIES

- Minimum 8 years experience in a similar website, digital marketing role
- Managing website development and launches
- Excellent project management skills, with a demonstrated ability to consistently prioritize and manage multiple tasks
- Strong communications expertise, ability to communicate with a variety of stakeholders
- Demonstrated leadership of vendors, suppliers and agencies
- Is passionate about current social media and digital marketing practices
- Excellent knowledge with different social media platforms
- Excellent knowledge of Google Analytics, Google Data Studio, Wordpress and Salesforce
- Knowledge of Online Express, Mailchimp and Adobe Creative Suite
- The ability to speak and write French is a strong asset, as everything published will be in both official languages
- Experience with not-for-profit organizations, online media, start-ups, freelance work an asset

Please submit your resume in confidence by **December 11, 2020**.

Email: info@tctrail.ca

Subject: Website & Digital Manager

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