



POSITION AVAILABLE

COORDINATOR, MARKETING & GRAPHIC DESIGN

Opportunity Overview

Position:	Coordinator, Marketing & Graphic Design
Position Type:	Full-time permanent
Work Location:	Remote from home in Canada (national office is based in Montreal)
Team:	Communications & Marketing
Reports to:	Manager, Brand Marketing & Creative Services
Start Date:	As soon as possible

ABOUT US

Our vision is to inspire everyone to embrace the outdoors, to discover the diversity of our land and people, to enhance their health and well-being, and to share their stories along this globally significant and iconic trail network.

The Trans Canada Trail (the Trail) is the longest interconnected network of multi-use recreational trails in the world, spanning over 28,000 kilometres on land and water. Linking three oceans – the Atlantic, Pacific and Arctic – the Trail connects 15,000 rural, urban and Indigenous communities across every province and territory. It is a ribbon that connects Canada’s diverse landscapes, seasons, people and experiences, and it fosters unity, collaboration and connectedness.

Trans Canada Trail (the organization) is a registered charity that stewards this national trail in collaboration with community-based partners. With funding from the Government of Canada through Parks Canada, and investments from all levels of government and generous donors, Trans Canada Trail is the largest investor in trail infrastructure projects in Canada, supporting improvements, growth and enhancements for the benefit of generations to come.

Trans Canada Trail staff are community-minded and believe in the benefits of outdoor recreation opportunities for all. Our skills are diverse – from trail development and signage expertise, to philanthropy, communications and marketing, and organizational administration. We are a geographically dispersed team, located in many different places in Canada, but closely connected through technology and a sincere effort to build and maintain effective working relationships with one another.

ABOUT YOU

You are passionate about the health and well-being of people and communities. The talents and skills you bring to your work are valued by your colleagues and you're always interested in learning something new. You enjoy working remotely and online, using digital platforms to think creatively and work collaboratively, and you believe in the importance of work/life balance.

ABOUT THE ROLE

This is a fantastic opportunity to join Trans Canada Trail! The **Coordinator, Marketing & Graphic Design** is an important role within our Communications & Marketing team to develop digital and print content from concept to realization, to ensure that our vision is delivered seamlessly, achieves maximum impact and is aligned with our brand goals. You'll be part of a high-performing and collaborative team handling graphic design, creative writing, creative and artistic direction and production.

We work on a wide range of interesting and impactful projects including brand advertising campaigns, videos and motion graphics, event creative, website, and digital and social media campaigns. The **Coordinator, Marketing & Graphic Design** is responsible for coordinating and creating visuals for specific requests, from web banners to videos, and any other type of visual project requested by internal teams for their print, web, presentation and social media creative production needs.

Reporting to the **Manager, Brand Marketing & Creative Services**, the role requires top-notch project management and design skills (your InDesign, Photoshop, Illustrator and Premier Pro game is on point), and an eagerness and curiosity to further develop a broad skillset.

KEY RESPONSIBILITIES

Your main responsibilities as Coordinator, Marketing & Graphic Design are divided into two parts:

Marketing

- Coordinate marketing asset deliverables for all programs, campaigns and partnerships
- In collaboration with colleagues, create, design and deploy content for email marketing campaigns, including artwork, copy, scheduling, testing and maintaining clean lists of newsletter subscribers
- Assist in developing and maintaining a social media posting strategy and schedule based on brand goals, analytics and engagement metrics
- Manage and organize all digital assets and imagery in the digital asset management system
- Independently field requests for marketing logos, images and collateral, ensuring alignment with brand guidelines

Graphic Design

- Be the gatekeeper of our brand identity in the design of all our visual media
- Brainstorm, create and develop visual content (infographics, videos, web banners, advertisements, etc.) to be used on social media, and digital and print platforms to increase visibility and recognition of the organization's brand, mission and vision
- Review creative specifications and create, edit and/or resize photo, design and video elements for website stories, social media, print and digital marketing projects

- Lead the design and coordination of the production of email newsletters
- Support internal teams' photo and video content needs
- Support the design of website content, landing pages and any content updates to the website

OTHER RESPONSIBILITIES

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

DESIRED EXPERIENCE AND QUALIFICATIONS

- Minimum 3 years' experience in a similar marketing/design role with excellent understanding of digital marketing, brand identity, design conception and campaign execution with portfolio examples of work
- Sharp attention to detail and strong eye and understanding of visual aesthetics
- Highly organized, flexible and able to balance multiple projects and prioritize workload with a positive attitude
- Be perfectly bilingual, both written and spoken, English and French
- Excellent knowledge of Facebook, Twitter, Instagram, TikTok, YouTube and LinkedIn
- Excellent knowledge of Microsoft Office Suite, Mailchimp, WordPress and Adobe Creative Suite (InDesign, Photoshop, Illustrator, Premier Pro)
- Knowledge of motion graphics, animation, HTML/CSS and UX experience an asset
- Knowledge of Google Analytics, Google Data Studio, PhotoShelter, Hootsuite and Salesforce an asset
- Knowledge of online donation platforms and digital fundraising an asset
- Experience working at a charitable organization, with lean resources

A detailed position description will be provided to candidates who are invited to join us for an interview and discussion about the role.

COMPENSATION PACKAGE

We offer a compensation package that includes:

- Hiring salary range: \$46,000-\$50,000 per year, based on experience
- Contributions to group RRSP
- Insurance: health, dental, long-term disability and life insurance
- Employee Assistance Program (EAP)
- Flexible work location and hours of work
- Generous paid vacation, holidays and sick leave

COMMITMENT TO INCLUSION AND EMPLOYMENT EQUITY

Trans Canada Trail is a proud equal opportunity employer, and we are committed to creating a respectful, inclusive and barrier-free workplace that allows everyone to reach their full potential. A diverse workforce is key

to our success, and we understand that different experiences, expertise and diversity of thought creates better opportunities to understand the world we share.

TO APPLY

We value a staff team made up of people with diverse voices and experiences and welcome your application if this role calls out to you. If you already have all of the skills and experience we've asked for, great. But we also consider potential – so if you don't have those exact skills yet, but you have the know-how and desire to develop them, know that we support professional growth, and this role may still be a great match for you – so don't be shy about applying.

APPLY NOW: <https://tctrail.ca/coordinator-marketing-graphic-design/>

The deadline for submitting your application is 5:00 pm (Eastern) on Friday September 30, 2022.

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

Trans Canada Trail is committed to the full inclusion of all qualified individuals. As part of this commitment, Trans Canada Trail will ensure that persons with disabilities are provided reasonable accommodations. If reasonable accommodation is needed to participate in the job application or interview process, to perform essential job functions, and/or to receive other benefits and privileges of employment, please contact the Coordinator, Human Resources at hr@tctrail.ca

LEARN MORE

Website: <https://tctrail.ca>

Facebook: <https://www.facebook.com/TCTrailSentierTC>

Twitter: <https://twitter.com/TCTrail>

Instagram: <https://www.instagram.com/transcanadatrail>

LinkedIn: <https://www.linkedin.com/company/trans-canada-trail/>

