



## POSITION AVAILABLE COORDINATOR, TRAIL TEAM COMMUNICATIONS

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### Opportunity Overview

<b>Position:</b>	Coordinator, Trail Communications
<b>Position Type:</b>	Full-time/Permanent
<b>Work Location:</b>	Remote from home in Canada (national office is based in Montreal)
<b>Team:</b>	Trail Team
<b>Reports to:</b>	Director, Policy & Stakeholder Relations Experience
<b>Start Date:</b>	As soon as possible

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### 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.

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## 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! A new position, the **Coordinator, Trail Communications** will play an important role within our Trail team to assist in improving internal and external communications relating to the Trail, and ongoing relationships with our stakeholders. You'll be reporting to the **Director, Policy & Stakeholder Relations** while working closely with the entire Trans Canada Trail team, and will have regular engagement with all other teams to support the strategic goals and objectives of the organization.

## KEY RESPONSIBILITIES

### Planning and Administration

- Participate in the implementation of programs and annual plan deliverables
- Collaborate with all TCT teams to develop external stakeholder communications relevant to trail and trail usage.
- Ensure regular communications are scheduled and implemented with key provincial/territorial and local partners
- Provide administrative support in scheduling and planning meetings, gathering of data and information, coordinating production of documentation and ensuring follow up communications and tracking of required actions
- Assist in the development of internal and external key messages, communication documents including MOUs, partnership agreements and associated deliverables

### Project Coordination

- Monitor, manage, dispatch and/or resolve trail inquiries and cases (report a trail issue) to address the situation quickly, while maintaining strong, coordinated and positive relationships with partners, local trail operators, stakeholders and the public
- Work closely with the Communication & Marketing team to support their work:
  - Content creation, events, promotions, campaigns – collecting and providing up-to-date information and facts about our Trail partners, infrastructure, services, events and programs
  - Ensure the coordination with trail stakeholders to have their collaboration in order to share and utilize communications, messages and content
- Develop, track and distribute required communications to Trans Canada Trail staff
- Participate in consultations and round-table processes. Identify key trail stakeholders and partners of Trans Canada Trail and engage them in improving communications with mutual support on recognition, events, promotions and more
- Assist in Trail engagement efforts and partnerships

### Staff and Leadership

- Communicate and support other Trans Canada Trail teams and staff
- Participate in regular staff and Trail team meetings
- Support interdepartmental communications and planning
- Perform other job-related tasks, as required

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Strong project coordination and multi-tasking skills; able to effectively manage competing priorities and remain focused to meet deadlines
- Ability to quickly learn the stakeholder network of Trans Canada Trail and effectively coordinate communications with them
- General understanding of trail development, government relations and stakeholder communications
- Demonstrated sound judgement and problem-solving skills; able to be proactive in identifying issues and opportunities
- High attention to detail and results oriented
- Excellent written and verbal communication skills, in both English and French
- Highly personable with an ability to build and maintain professional relationships with colleagues, partners, stakeholders and other agencies
- Demonstrated ability to work autonomously and as part of a team in a complex, changing, deadline-oriented environment.
- Desire to learn and work within new programs and online environments as needed

## **DESIRED EXPERIENCE AND QUALIFICATIONS**

- Post-secondary education, preference in Stakeholder Management and/or public consultation
- Bilingual (French and English), spoken and written. Fluency in French is essential.
- 2+ years' experience in similar roles
- Excellent computer skills, with experience working with MS Office Suite, GIS, Salesforce or other CRMs is an asset

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: \$54,000-\$56,000 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-trail-communications/>

The deadline for submitting your application is **5:00 pm (Eastern) on Friday October 14, 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](mailto: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>

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