

Trans Canada Trail

Position available



MISSION: We will promote and assist in the development and use of The Great Trail – 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.

Manager, Communications & Marketing (One-year, renewable contract)

ROLE DESCRIPTION AND REPORTING RELATIONSHIPS

Reporting to the Vice-President, Communications & Marketing, the Manager, Communications & Marketing plays a pivotal role in the successful exposure and growth of *The Great Trail of Canada* brand and the implementation of Trans Canada Trail's internal and external Communications and Marketing plan on a day-to-day basis. The Manager, Communications & Marketing advises on and executes strategies that support Trans Canada Trail (TCT) and its current priorities, including emerging opportunities such as tourism and cross-promotion to increase usage. The ideal candidate is knowledgeable, creative and driven by a genuine desire to see his/her team succeed in achieving their full potential while creating content that connects Canadians with their national Trail and brings value to conversations surrounding outdoor culture and the preservation of our environment for future generations.

KEY RESPONSIBILITIES

Leadership

- Provides guidance to the Digital Outreach Coordinator and the Communications Advisor, and ensures they meet their goals and the unit's goals
- Ensures compliance to existing processes, and suggests and implements enhancements
- Helps to maintain an organized, productive and people-driven workflow

Annual Planning and Administration

- In consultation with the Vice-President, Communications & Marketing, establishes annual work plan objectives, conducts performance reviews and recommends training to support the organization's annual and strategic plans
- Oversees or executes marketing and communications projects that incorporate digital/social media, advertising, internal and external communications, and traditional media
- Provides accurate and detailed reporting (budget, forecasts, digital performance, etc.)
- Ensures contracts, agreements and other financial considerations conform to the organization's ethical and financial guidelines

Content Production

- In collaboration with his/her team, develops impactful and current content strategies, enhances existing strategies and monitors the effectiveness of ongoing activities
- Supervises the acquisition of marketing assets (photo, video, audio, etc.) and ensures they follow TCT's brand guidelines and copyright agreements
- In collaboration with his/her team, develops or oversees the development of promotional and fundraising materials as required, including newspaper inserts, electronic newsletters, advertisements, the annual report, the website and Cases for Support
- Ensures appropriate use of English and French in all collaterals; ensures quality control for translations

- Supports TCT's fundraising efforts with the appropriate marketing and communications activities including, but not limited to, the promotion of programs and events, advertisements and digital marketing

Media Relations and Social Media

- Advises the Communications Advisor in her day-to-day media relations activities such as media requests, proactive media outreach, the creation of tools for media, event-related PR, etc.
- Assists the Vice-President, Communications & Marketing and other colleagues and stakeholders in crisis management communication
- In consultation with the Digital Outreach Coordinator, develops CRM and social media initiatives that deepen relationships with online community members
- Reviews and monitors social media performance
- Suggests continual, insight-driven enhancements to TCT's social media practices and utilizes current and evolving trends to grow and retain TCT's audiences

Website and mobile app

- Oversees enhancements to the web site, incorporating new trends and technologies that will maximize promotion of The Great Trail brand
- Assists the Vice-President, Communications & Marketing in the development of mobile app updates to incorporate changes in technologies and enhance user experience

Tourism Marketing

- Oversees the development of marketing assets and content that support TCT's tourism marketing strategy
- Develops and manages relationships with destination management organizations

KNOWLEDGE, SKILLS AND ABILITIES

- High emotional intelligence and leadership skills
- Proven knowledge of the most current social media, digital marketing, CRM and PR practices
- Acute analytical skills and experience with analytics tools and other monitoring platforms
- Superior oral and written communication skills, in both French and English
- Strong abilities, campaign management, marketing production and other creative projects
- Awareness of diversity and inclusion principles
- Entrepreneurial mindset that fosters resourcefulness, creativity, team work and innovation
- Knowledge and genuine interest in outdoor activities, travel, preservation and/or philanthropy

EXPERIENCE AND EDUCATION

- Minimum 7 years' related experience, including 3 years supervising staff
- Degree in Business Administration, Communications, Journalism, Management, Public Relations and/or related field. Extensive experience in any of these fields may count as a degree.
- At least 5 year's experience in digital marketing and content creation
- Experience in tourism or destination marketing a strong asset
- Experience with not-for-profit organizations, online media, start-ups, freelance work an asset