

POSITION AVAILABLE:
**PUBLIC RELATIONS
& COMMUNICATIONS MANAGER**



Position:	Public Relations & Communications Manager
Position Type:	One-year contract, with possibility of renewal to full-time
Reports to:	Chief Communications & Marketing Officer (CCMO)
Location:	Remote from home in Canada (National office is based in Montreal; CCMO is based in Toronto)
Experience:	Minimum 8 years
Application Deadline:	April 16, 2021
Start Date:	As soon as possible

Our Mission

As the longest trail network in the world, the Trans Canada Trail connects Canadians and visitors to nature and to one another, from coast to coast to coast, through accessible and inclusive outdoor activities. Through collaboration and partnerships, we build, maintain and steward Canada's national trail – a unique collection of urban and rural trails.

The Opportunity

This is an exciting opportunity to join the organization in a newly created role, reporting to the Chief Communications & Marketing Officer, as the Public Relations & Communications Manager. As we embark on a new three-year strategic plan, this role is instrumental in bringing that plan to life, to drive awareness, engagement and profile for Trans Canada Trail. Collaborating with a strong team, the Public Relations & Communications Manager will focus on enhanced media relations and outstanding corporate communications.

Key Responsibilities

Media & Public Relations

- Manage all aspects of our media relations portfolio to generate earned media coverage
- Identify media trends that might impact the Trail, and write appropriate communications plans
- Lead the development and creation of all media tools (advisories, releases, media kits, etc.)
- Cultivate relationships with key journalists and media influencers, and conduct frequent proactive media outreach, pitching stories and ideas
- Manage all media requests, responding in a timely manner, fact-finding with staff and partners
- Coordinate all interviews with TCT spokespeople and/or third parties
- Prepare robust briefing documents for all TCT spokespeople, conduct media training as necessary, develop key messaging, write speeches, provide appropriate research and data to support media
- Oversee and execute all media events for TCT, including strategy and logistics
- Track all brand mentions via TCT's media monitoring services, and respond to issues
- Create and generate frequent media coverage reports for senior management and Board meetings

- Collaborate with fundraising team to support sponsor and donor media opportunities
- Collaborate with our trail team for all trail project media opportunities
- Manage all media relations event logistics

Corporate Communications

- Write corporate communications products for all events, programs or initiatives at Trans Canada Trail, such as fact sheets, key messaging documents, presentations, speaking notes, FAQs, etc.
- Provide communications training to staff as required (e.g., Trail groups, staff and volunteers)
- Enhance the profile and thought leadership of Trans Canada Trail by promoting senior management and our Board members for speaking engagements at events
- Develop TCT position papers on a variety of topics, as well as FAQs for relevant issues or topics
- Conduct market research studies and develop all communications products to share results
- Provide support and advice on internal communications, collaborating with senior management
- Develop an issues management framework for Trans Canada Trail
- Manage communications strategies for all TCT events, collaborating with events manager
- Respond and triage all incoming info@tctrail.ca email requests, and preparing FAQs and scripts
- Oversee the media section of our website, and keep site up to date with relevant corporate information

Annual Planning & Administration

- In consultation with the CCMO, establish annual work plan and budget for communications
- Provide accurate and detailed financial reporting (budgets, forecasts, expense tracking)
- Ensure contracts, agreements and other financial considerations conform to the organization's ethical and financial guidelines
- Other work as required

Qualifications & Skills Required

- Minimum 8 years' experience in a similar communications role
- Degree in Communications, Journalism or Public Relations and/or related field
- Exceptional oral and written communications skills, in both French and English
- Razor-sharp attention to detail, exceptional grammar and editing skills
- Proven knowledge of the most current trends in media relations and PR practices
- Knowledge of charities and the communications needs of the non-profit sector
- Solid media relationships, with knowledge of changing media landscape
- Problem solver and confident decision-maker
- Excellent knowledge of Microsoft Office Suite (Word, Excel, PowerPoint)
- Experience with digital media events and webinars
- Ability to work autonomously in a remote environment
- Passion for the mission

Commitment to Diversity & Employment Equity

We are committed to equity in our policies, practices and programs, supporting diversity in our work environment, and ensuring that applications for members of underrepresented groups are seriously considered for all positions. All qualified individuals who would contribute to the further diversification of the TCT community are strongly encouraged to apply.

We are committed to ensuring that our internal policies, practices and systems are free of barriers, emphasize the value of diversity, and promote full participation to ensure dignity, respect and equal access for all employees. Through our processes and practices, we are working to eliminate barriers to employment for people who are usually underrepresented in Canada's workforce – Indigenous people, people of colour and people with disabilities.

How to Apply

Please submit your resume, cover letter and salary expectations in confidence to:

Email: communications@tctrail.ca

Attn: Public Relations & Communications Manager

Application deadline: April 16, 2021

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