

RIDEAU TRAIL ASSOCIATION

Job Description

MARKETING AND COMMUNICATIONS DIRECTOR

Functions:

Under the direction of the RTA Board, the Marketing and Communications Director is primarily responsible for all aspects of marketing and media relations.

This includes:

- a) Image and brand development and awareness to all audiences, including oversight of social media and digital systems;
- b) Market development and penetration for specific target groups and markets, and
- c) Business development (negotiation and agreement) as required with specific groups or individuals to achieve desired outcomes.

Marketing and Communication plans should clearly address the objectives of the RTA Board. Currently, the objectives are as follows:

1. Increase positive awareness of the Association and its 3 clubs in the general population at large and in the broader hiking community. Work with other educators and organizations involved in outdoor sports health promotion to increase participation in the RTA and in the broader hiking community.
2. Retain and increase membership. This will include an analysis of fluctuations of membership in other clubs as well as our own in order to formulate an outreach plan.
3. Increase the diversification of membership demographics (e.g. increase the proportion of younger members).
4. Increase the use of trails beyond seasonal hiking, cross country skiing and snowshoeing such as running meets.
5. Gain and maintain passage of trails through private land when the alternative is poor (e.g. roads or highways). This may extend to capital fundraising, donation campaigns and partnerships with like-minded organizations at all levels of government and associated agencies.
6. Establish liaison with local and regional media of all kinds and create/maintain Public Relations.

In Addition:

The RTA Marketing and Communications Director will maintain co-ordination and Board representation for the Web Coordinator, Social Media Coordinator and provide feedback and best practices to the local clubs' publicity/marketing volunteers. The Director will also coordinate activities with the Editors of the quarterly Rideau Trail Newsletter, and the monthly e-Letter Editor, and will work closely with Board Director of Routes and Negotiation Committee, as well as each club's Landowner Director.

The RTA Marketing and Communications Director will advise the Board on ideas and policies to enhance the overall RTA membership experience. When needed, the Director will arrange for Member Surveys to determine views on current issues, benefits and drawbacks.

Qualifications:

Experience in digital marketing and social media platforms.

Must have initiative, strong interpersonal and communication skills.

Must have an ability to make links to other like organizations and activities and apply best practices to our objectives.

Ability to explore new ideas and test them for viability and reasonability.

An appreciation of working with volunteer organizations, as well as respect for the experience and wisdom of our members.

A good sense of humour would be an asset.

Additional Knowledge and Experience that may be beneficial could include the following:

An understanding of the main principles of branding, marketing and business development.

Knowledge and interest in branding and promotional activities.

Public relations and media relations, including the ability to write succinct press releases.

Experience managing contracts with suppliers of promotional and other marketing materials.

If you think you'd be a great fit for this opportunity, we want to hear from you!

Please contact Brian Grant at president@rideautrail.org or Caitlin Farquharson at marketing@rideautrail.org to express your interest or for more information.

We look forward to sharing our enthusiasm for hiking, volunteering and community with you!