

JOB OPPORTUNITY

Position: Regional Trails Promoter (NOHFC Internship)

Funded in part by the Government of Ontario, MBEDC and VMUTS

Start: ASAP

Term: Temporary full time, 40 hrs per week for 52 weeks

Days/Hours of Work: Mon-Fri 8a.m.-4p.m.; ½ hr lunch + some evening and odd weekend work

Wage: \$16.80 per hour plus benefit package

Applicant Criteria:

- University and college graduates who have graduated within the last three years from an accredited college or university. Candidates must be graduates of post-secondary degree or diploma programs in one of the following fields of study:
 - Recreation, leisure, parks, outdoor adventure, tourism, travel, eco-adventure
 - Communications, marketing
- The position must provide the intern with first time employment in their field of study.
- Candidates are only eligible to participate in the internship program one time.
- Candidates must be legally entitled to work in Canada.

Position Overview:

Working from the office of the Mattawa-Bonfield Economic Development Corporation and reporting to its Board of Directors through and under the direct supervision of the Director of Economic Development, the Regional Trails Promoter Intern will be a key and focal point of contact and ambassador for the Voyageur Multi-Use Trail System (VMUTS).

<http://www.visitmattawa.travel/listing/voyageur-multi-use-trail-system>

Key duties and responsibilities the intern will undertake during the course of the work placement include:

- Designing, recommending and implementing a trails promotional and communication plan through social media, websites, newspaper articles, newsletter, brochures etc
- Developing relationships with the VMUTS, Ontario Federation of ATV (OFATV), regional accommodators and the service sector to design and implement a visitor tracking system; packaging opportunities; point of sale and marketing partnerships
- Working with regional and provincial stakeholders, assessing trends in trail use, trail needs, trail maintenance and the public's outdoor recreation needs and making recommendations for future planning
- Organizing and attending trade shows and special events such as rallies
- Developing and presenting regular activity reports for internal organizational use.

How to apply:

Submit a cover and resume outlining what makes you the ideal candidate to fill this position and detailing specifically your experience as it relates to and your ability to carry out the key position duties as described above.

Without exception, all applications must include proof of meeting this position's education requirements (copy of diploma/degree). Post-secondary students graduating at the end of the current school year term may apply to this position. Submit proof of education with resume. Cover letter must acknowledge meeting each of the applicant criteria points as stated above.

Applications will be accepted by email only, addressed to the attention of the Regional Trails Promoter Intern Hiring Committee. Email to edc@mbedc.ca