

Calgary tour de nuit Society



Event Planner

is a member-based cycling promotion group that focuses on building safe bicycle infrastructure and conditions leading to more people cycling more often. Our focus is to communicate the Tour brand, the value of our events, and the benefit of independent research in a way that is appealing and compelling to our target audience. The annual 'Tour of Alberta Ride the Road' tour is our seminal cycling promotion event.

We are looking for a Marketing Coordinator to fill a paid, full time, 16 week position starting May 9, 2016 in Calgary, Alberta. You will work both independently and at our main office assisting with developing marketing objectives, identifying market segments and developing strategies to reach these groups.

Reporting to the Executive Director, you will work in an office environment alongside the Tour de Nuit team of high performance, multi-disciplinary graduate and undergraduate student interns. Our mentoring plan involves consultation on all important issues and documents. Documents are reviewed by the supervisor to ensure organizational consistency. Mentoring sessions will occur as required and staff or project meetings every two days or as required.

Responsibilities:

- Develop marketing objectives for our corporate outreach program.
- Coordinate with volunteers/suppliers/sponsors/partners.
- Identify market segments and develop strategies to optimally reach these groups.
- Critique website content and write/ contribute to website.
- Draft content for a corporate employee presentation drafting content for a corporate employee presentation.
- Deliver corporate presentations on the benefits of commuter cycling.

Qualifications:

- Post-secondary education with preference given to those in Business, Marketing, Humanities Hospitality/Tourism
- Strong oral and written communication
- Creative thinker with ability to sell new concepts
- Excellent verbal and presentation skills

This position is funded under a government student hiring program and certain conditions will apply. All applicants must be returning students. Occasional weekend work is required for the successful candidate.

Apply to: staffing@morepeoplecycling.ca on or before March 31, 2016.



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