



## **Community Engagement Manager Position**

*Committed to Maintaining and Building Trails for All Users*

CAMBA is committed to sustainable recreation, trail maintenance, advocacy, education, volunteerism, and trail building. We were founded in 2016 by a group of local riders who felt that mountain biking needed a stronger voice when trails were being discussed at the local and provincial levels. Since that time, CAMBA has been shifting from a volunteer run organization to today where we have a full-time summer trail crew with an office team that supports their work out on the trails. The Board of Directors is still actively involved in governing the direction of the organization.

Outside of building trails, CAMBA maintains a busy, year-round, social and fundraising schedule driven by our office team and various volunteer committees. We are actively seeking new and fresh perspectives for these social/fundraising opportunities in order to extend our reach to new supporters in the Bow Valley and beyond!

### ***The Role***

As a full time, seasonal member of our team, the Community Engagement Manager will oversee the marketing, communications, fundraising, and events functions of the organization. They will be responsible for laying out the overall fundraising plan including key fundraising events in the early stages of the season. The successful candidate will collaborate with the Executive Director and Trail Maintenance and Development Manager on an overall communication strategy and calendar that is in line with the mission of the organization along with the mission and vision of our various land managers and trail partners.

Most importantly, the Community Engagement Manager will be our go to for all things fundraising. They will take an active role in further developing and overseeing our Trail Partnership Program as well as our Pedal for Pints initiative (our largest fundraising campaign of the summer season). The successful candidate is encouraged to come up with new and creative ways to generate interest in CAMBA's work in order to encourage new membership and attract new Trail Partners to the organization.

This position reports directly to the Executive Director.

## ***What Does Success Look Like***

Success in this position requires the selected candidate to be laser focused on fundraising from day one. Seeking out new opportunities is the name of the game and the successful candidate should be a self-starter that is not afraid to make community connections and extend the boundaries of our fundraising efforts beyond the Bow Valley. Proposing and discussing new ideas, events, and opportunities should be well inside this candidate's comfort zone before applying to this role.

In addition to being an innovator and a people person, we are looking to go above and beyond for our Trail Partners and donors as we move the organization forward. Delivering on our promises to our supporters and tracking key deliverables will be just as important as securing new partnerships. The successful candidate should be familiar with managing relationships and recording activities through use of relationship management tools and suggest new ways to utilize the pre-existing systems that CAMBA has procured.

## ***Qualifications and Experience***

- 2-3 years of sales experience working with a defined sales process; experience in a non-profit setting considered an asset.
- 2 years of experience in brand management, brand marketing, or marketing management
- Proven ability to work cross-functionally
- Strong oral and written communications skills; Experience in preparing formal and informal communications
- Familiarity with Customer Relationship Management (CRM) software
- Advanced Microsoft Office proficiency
- Event management experience
- Familiarity with CAMBA and passionate about trail sports including mountain biking, trail running, and hiking to name a few
- Post-secondary degree in business, sales, non-profit marketing, or communications.

Must be able to work independently and as part of a collaborative team in a remote work environment. Reliable transportation for off site events, community engagement events, story development and organizational support is required. As a non-profit organization with a team that is still growing and developing every-day, additional duties may be assigned beyond what is listed above according to the needs of the organization. Hours are flexible with evening and weekend work occurring throughout the summer.

In summary, we're looking for a go-getter who loves the outdoors and immersing themselves in the community, thrives in a fast-paced and evolving environment, and has excellent written, and oral communication skills.

## ***Eligibility***

To meet the terms & conditions of the Service Canada government funding, the criteria below is required:

- Must be between 15 and 30 years of age at the start of the employment;

- Must be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment\*
- Must have a valid Social Insurance Number at the start of employment and be legally entitled to work in Canada in accordance with relevant provincial or territorial legislation and regulations.

*\*International youths are not eligible participants. International youths include anyone who is temporarily in Canada for studies and who is not a Canadian citizen, permanent resident, or person who has been granted refugee status in Canada.*

## **Compensation**

\$26.00/hour or commensurate with experience; based on a 32 hour work week. Work perks program including discounts from several of our industry partners available upon hire.

## **Contact Term**

Seasonal, full-time, beginning May 15, 2023 to October 15, 2023; Possibility to extend to part-time hours after contract period.

## **How to Apply**

Application deadline is midnight on March 31, 2023. E-mail your resume and cover letter to [jobs@camba.ca](mailto:jobs@camba.ca).

*CAMBA is committed to creating an inclusive and diverse work environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, ancestry, place of origin, ethnic origin, citizenship, gender, sexual orientation, age, marital status, family status or disability.*