

# Grand Valley Trails Association Volunteer Job Description

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**Position Title:** Marketing Director

**Purpose:**

The **Marketing Director** will be responsible for the promotion and support of the mission and vision of the association by directing the entire marketing effort and public image of the GVTA. The Marketing Director and Marketing team guided by the "Strategic Marketing Review and Recommendations" report prepared by Copp Communications in 2007, which was accepted by the GVTA Board of Directors.

**Primary Responsibilities:**

- Ensure promotional materials are consistent, appealing, and suitable in style, content and media use.
- Produce promotional materials, which target those who support providing trails and walking opportunities to the public.
- Create standardized promotional presentations, which focus on developing the GVTA as a public resource.
- Broaden and maintain the distribution channels for the GVTA promotion and information.
- Work closely with but not limited to the Programs Director, Membership and Volunteer Director, Publications Director, special events volunteers, and Newsletter Team to publicize and advertise GVTA programs.
- To form and coordinate a marketing committee made up of GVTA volunteers.
- Cultivate relations with public agencies including, municipal and regional governments, the GRCA, and foundations, in order to obtain cooperation, funding and expertise for the GVTA."
- Liaise with public media by direct contact, providing press releases, and holding press conferences.
- Be custodian of presentation resources (e.g. display boards and projectors)

Please note that while this list is very broad, the Marketing Director will provide direction to a team of marketing volunteers and all other committees to ensure consistency of marketing and the GVTA image.

**Qualifications:**

- Previous Board experience helpful, but not necessary
- Training and experience in Marketing
- Budget and Project Planning
- Strong oral and written communication skills would be an asset
- Ability to work with and provide leadership to like-minded volunteers
- Enthusiasm and desire to promote the goals of the Grand Valley Trails Association

**Time Commitment:**

Serve on the Board of Directors, attending 10 board meetings and the AGM each year. Board meetings held the first Tuesday of each month, excluding the months of July and

January. The Location is the Alan Reuters Senior Centre in Cambridge (Preston).  
Additional time commitment estimated at five hours per week.

**Benefits:**

- You and your committee will help the communities along the trails become aware of the valuable asset right in their midst.
- You will have the opportunity to broaden your experience for future career or volunteer endeavors.