



## LANGHASTINGSTRAIL

The Peterborough-Hastings Trans Canada Trail Association is seeking to fill a term position for the **Engagement and Sustainability Summer Student** role. This position will play an integral role in providing support in the areas of public relations, communications, marketing, and event coordination.

**Compensation:** \$16.50 per hour (includes \$1.00 per hour stipend for personal internet usage)

**Term:** 15 – 20 hours per week; to a maximum of 250 hours between July 18 – September 30, 2022

**Working Hours:** Hours are flexible (3 – 4 per day, 5 days per week). Willingness to work evenings and weekends as required.

**Location:** You will be working remotely. Required to attend monthly board meetings in Keene or Elmhirst's Resort. Attend events as required in Peterborough, Keene and on the Lang Hastings Trail.

### RESPONSIBILITIES

Responsibilities include, but are not limited to (training to be provided):

- Social media planning, content curation for posts including photography and videography
- Assist with copywriting activities including blog posts, news, etc.
- Assist with coordination and monitor public relations campaigns on social media
- Assist with coordination and monitor digital advertising campaign
- Assist and provide support in the coordination of public relations events and community engagement activities, including trail user survey
- Assist in the development and/or coordination of collateral material and publications, etc., and distribution
- Assist with website updates
- Update and maintain database
- Setup and Takedown of Popup Tent (required to bring to event locations)
- Research (biodiversity photo catalogue) as required and reporting
- Report activities to board or directors
- Complete light maintenance on the trail (painting, bush trimming, sign management, etc.)

### MUST-HAVES

The successful candidate must be self-driven, proactive, ambitious and energetic. The ideal candidate should have the following qualifications:

- Enjoy the outdoors
- A great people person who can easily connect with others
- Strong communication skills (verbal and written)
- The ability to work both independently and collaboratively
- Strong technology skills and experience with the Microsoft Suite, and social media (Facebook, Twitter, Instagram, etc.)
- Great attention to detail and organization skills
- Understanding of social media and communications
- Currently attending a secondary or post-secondary education program and enrolled in the Fall 2022 semester
- Legally allowed to work according to the relevant provincial and Canadian legislation and regulations
- Live in Peterborough County area

### **GOOD-TO-HAVES**

- Passion for engaging trail users
- Website and database management
- Passion for social impact and sustainability

### **HOW TO APPLY**

The application deadline is July 15, 2022, at 12:00 pm (noon) EST. Learn more about the Lang Hastings Trail at [langhastingstrail.ca](http://langhastingstrail.ca). Questions and Resumes can be submitted to [board@langhastingstrail.ca](mailto:board@langhastingstrail.ca) or text/call 613-392-3233.

The Peterborough-Hastings Trans Canada Trail Association is an equal opportunity employer that values diversity and inclusion. We consider all qualified applicants, without regard to race, colour, religion, sex, sexual orientation, gender identity, national origin, age, disability, or any other legally-protected factors.