

Dirt Series Mountain Bike Camps Ltd.

Job Title: Marketing and Events Coordinator

Start Date: May 8, 2017

Job Type: part-time

Company Base: Whistler, BC

Overview:

The Trek Dirt Series mountain bike camps offer personalized instruction, professional programming, and an incredibly skilled, enthusiastic, and supportive coaching staff. Since 2001, the program has run over two hundred camps throughout Western North America – women's only and co-ed, beginner through advanced, cross-country and downhill. For more information, visit www.dirtseries.com.

Position:

The Marketing and Events Coordinator develops and supports the Trek Dirt Series audience, and works cooperatively with its stakeholders to promote the program and build community. The position also involves supporting camp managers with pre and post camp resources, contributing to the professionalism and effectiveness of the overall experience, and other tasks as needed.

Responsibilities:

- Build and execute grassroots promotions with clubs, shops, resorts, and local contacts.
- Coordinate additional efforts including poster distribution, contests, photos, and PR.
- Take care of social media accounts: create content and increase engagement.
- Contribute to website updates, strategy, and impact.
- Support camp managers: organize travel, source and share information, streamline tasks.
- Work with all partners to leverage involvement, increase enjoyment, and meet goals.
- Assist with additional projects on an ongoing basis.

Ideal Skills and Characteristics:

- Adept at managing multiple roles, concurrent projects, priorities and time.
- Well organized and detail oriented, with strong verbal and written communication skills; familiar writing promotional material and business level content.
- Self-motivated and able to take a project to fruition with minimal outside direction, but also happy to work cooperatively in a team environment and support others involved.
- Computer savvy, with a strong working knowledge of Microsoft Office and G Suite, social media platforms, and basic editing and design software.

- Passionate about mountain biking, education, and the outdoor industry.
- Based in the Sea to Sky Corridor, although other locations will be considered.

Intriguing Aspects of the Position:

- Ability to work primarily from home, with flexibility to structure daily work hours.
- Contribution to the delivery of fun, professional, and empowering riding experiences.
- Dynamic environment with opportunities for growth and development, based on personal talents, strengths, and areas of interest within the organization.
- Pro deal purchase opportunities and connections within the outdoor industry.

Remuneration and Commitment:

Starting wage of \$18 - \$24 CAD / hour, commensurate with incoming skills and experience.
Annual average of 15-20 hours per week, with the busiest period from Jan 15 – Oct 1.
Potential to grow into a full-time position.

Application:

Email intro letter and resume to:

Candace Shadley
Director, Dirt Series Mountain Bike Camps
jobs@dirtseries.com

Application deadline is April 7, 2017.