

EMPLOYMENT OPPORTUNITY



Conservation Corps NL

In partnership with

The Town of Twillingate

(Location: Twillingate)



Internship Position: Rockcut Marketing and Research Assistant

The Town of Twillingate is an incorporated municipality with a population of approximately 2200 residents. The purpose is to provide municipal services to residents and businesses. Primarily a fishing community, the Town of Twillingate has a strong tourism economy. Goals are as follows: Protect environmentally sensitive and significant areas; Enable a healthier community; Support improved reliability and capacity of municipal services; Preserve and enhance the community's character and identity; Develop community capacity; Expand local economic opportunities.

The Town of Twillingate is in the process of developing and expanding the Rockcut Twillingate Trails. The 55+ km trail network will circumnavigate Twillingate Islands. This position will aid in providing the necessary support to market these trails as world class hiking, and promote the trails as a green space to be enjoyed by the community and visitors alike. The assistant will curate a strong social media presence to promote the trails to visitors, boost brand awareness, and advertise products that support the trail. They will map existing and planned trails for 2024/2025 to create gpx files that will be beneficial in providing current up to date information on trail routes for locals, tourists, hiking enthusiasts, and ultra runners. This position will also participate in conducting research into flora, fauna and geology and archeological data comparison that will be used to create interpretive signage along the trail. In depth research will also be conducted on the historic and archeological background of key areas.

Activities and responsibilities will include:

- Using social media to build brand awareness, promote the trail and associated products. This will include research, content creation, data monitoring and user engagement tracking
- Mapping of the trails to create gpx files. Comparing these mapping data with archeological and historical background data to determine interpretation opportunities and to note sensitive areas
- Research into several branches of information that will be used to design interpretive signage
- Documenting significant areas, flora and fauna along the trail via photograph, video and other methods as needed
- Engaging with local stakeholders to create partnerships that highlight the goals and mandate of the trails committee
- Maintain merchandise inventory
- Other duties as required

Position is for **12 weeks starting on June 3rd**

Rate of pay: **\$19.00/hr for 35 hours per week**

Qualifications

- Realistic weekly/monthly goals will be determined based on the background/experience of the successful applicant if funding is received
- Strong work ethic, attention to detail and excellent organizational skills
- Superior verbal and written communications skills, fluency in English

- Ability to manage priorities and balance workload
- Outgoing personality and comfort in engaging community stakeholders. Community relations experience will be considered an asset
- Experience creating social media or knowledge of public relations and promotion
- Marketing experience will be considered an asset
- Computer proficiency with MS Office (Word, Excel, PowerPoint), Outlook, and virtual meeting software
- Experience reviewing literature and/or researching specific topics
- Physical ability to hike long distances
- Enrolled in a post-secondary institution

Additional Considerations

- Access to own laptop and home office with internet is required
- Access to a vehicle with proper insurance is necessary for the position. Travel will be reimbursed when required to travel for work purposes.

Application Information

PLEASE SUBMIT RESUME, COVER LETTER AND 3 REFERENCES TO ONE OF THE FOLLOWING:

Email: applications@ccnl.ca

Mail: Suite 100, 10 Austin St, St. John's, NL, A1B 4C2

Fax: 709-729-7279

DEADLINE FOR APPLICATIONS IS: MAY 19, 2024

For more information please go to www.ccnl.ca or contact Shelby Beals at sbeals@ccnl.ca