



www.recreationnb.ca

Title: Engagement & Education Coordinator
Reports to: Executive Director
Position: Full-time - 1 Year Contract with Possibility for Renewal

Recreation NB has a unique and exciting opportunity for a skilled and experienced individual to be a part of our thriving not-for-profit organization. The Engagement & Education Coordinator's position requires an individual with a passion for recreation and active living, to advocate on behalf of a diverse membership. This position is responsible for the association's communications strategy, through the development and delivery of compelling materials that communicate timely news and fact-based information about the recreation sector to our members, recreation leaders and decision makers. You will also be responsible for developing, implementing and evaluating the Association's education and training program, which promotes registration and participation in our workshop and professional development events, as well as oversee membership purchases and renewals. You will work closely with Recreation NB's Executive Director to help execute our strategic plan and organizational priorities. This position will be actively engaged with our members, and is critical to ensuring our members are informed and feel valued and connected.

Specific Responsibilities:

- Build strong relationships and maintain a high level of engagement with Recreation NB's diverse membership
- Support and advance the mission and vision of the association
- Develop, implement and evaluate a marketing and communication strategy for the Association to increase revenue, build positive brand recognition and communicate the value proposition for membership
- Maintain a collaborative relationship with members through strong membership services and consistent communication
- Assist in planning and implementation of our annual conferences
- Create professional development opportunities for the membership
- Build, maintain and manage collaborative relationships with volunteers, members, subject matter experts, and relevant external organizations

- Represent Recreation NB on various committees and working groups throughout the sector
- Serve as a key point of contact for the organization
- Generate operational revenue through a range of sources including memberships, resource sales, sponsorships, etc.
- Administer programs and services that provide New Brunswickers the opportunity to experience recreation, and help build a happier, healthier province

Essential Qualifications:

- Post-secondary degree/diploma in Recreation, Leisure Studies, Business (Marketing and/or Communications) or other relevant area of study.
- Demonstrated experience building member engagement strategies
- Insight and appreciation for recreation's role as a critical pillar for quality of life and wellbeing, and a thorough understanding of the provincial and community recreation delivery systems.

Preference will be given to candidates that demonstrate proficiency with the following skills:

- Adobe Creative Suite
- Wix Website Design
- Collaboration
- Relationship builder
- Branding and positioning
- Proven experience developing, implementing and evaluating marketing and communication strategies and tactics
- Current social media/communication technology platforms and their applications
- Ability to communicate in both official languages is essential

Other requirements:

- Excellent group facilitation skills
- Ability to work collaboratively in a team environment
- Excellent communication skills, both written and verbal
- Frequent travel within the province
- Occasional work beyond normal business hours that includes attending evening and weekend events
- A valid driver's license
- Clear criminal record check

Recreation New Brunswick is an organization dedicated to advancing the recreation and parks field by broadening the knowledge and experience base of our members and by advocating for the value and benefit of leisure and recreation opportunities for all people. We believe this field includes everything from play and sport to arts, culture and outdoor pursuits. All are essential for creating positive and supportive environments that foster healthy and happy citizens. Founded in 1974, and incorporated in 1987, our goal has remained constant; to positively impact the health and wellbeing of New Brunswickers through promotion of the field of recreation. Recreation NB offers a competitive salary and benefits package; remuneration will correspond with experience. For further information on RNB, please visit www.recreationnb.ca.

Please submit resumes with references by 12 noon, Wednesday, November 18th, 2020
******Please Note: Due to Covid-19 restrictions, we ask that you do not deliver your resume in person at this time.******

Recreation NB
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Only those selected for an interview will be contacted.