

## **ONB Promotions Lead**

### **Job Description**

Orienteering New Brunswick (ONB) is seeking a part-time Promotions Lead.

The role of the Promotions Lead will be to promote the sport of orienteering and orienteering events in New Brunswick using email, social media and other media as required. At this time there are three active regions: 1) Fredericton, 2) Moncton and 3) Saint John.

The Promotions Lead will report directly to the president of ONB.

### **Terms of reference**

#### Objectives:

- Promote orienteering and orienteering events in New Brunswick
- Increase public understanding of orienteering
- Boost participation in orienteering, especially by youth and families

#### Duties

- Promote all scheduled orienteering events via news releases, interviews, social media and other means
- Provide input on website enhancements
- Plan and develop new promotional material (which could include print, web, video or other content)
- Attend and document orienteering events whenever possible to assist with promotions and outreach
- Assist with the ONB Strategic Plan in relation to promotions and marketing
- Prepare a regular report of activities
- Other related duties as required and agreed by the ONB Executive

Qualifications:

- Demonstrated marketing or equivalent skills
- Fully competent computer skills in terms of communications and social media software and methods
- Good written and spoken ability in English
- French language skills are an asset

Responsibilities:

- Report directly to the President of Orienteering New Brunswick
- Maintain confidentiality of all committee communications
- Submit any letters, documents, media releases, etc. to the President of ONB for prior approval

**Rate of Pay:**

NOTE: This is a part time contract position.

Remuneration to the amount of \$3000 will be paid for completion of deliverables (deliverables TBD).  
Travel costs will be reimbursed.

Contractor to supply own computer, workspace, internet connection, etc.

**Term:**

April 1, 2017 to March 31, 2018. The position may be renewed thereafter, subject to budget and confirmation by the ONB Executive.

**Probation:**

A Personal Records Check may be required prior to appointment.

The appointment will be probationary for 6 months.