

## HELP WANTED

# *Green Leap Forward* Campaign Coordinator

POSTED: January 28, 2009  
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A Steering Committee of community organizations and agencies that promote active transportation and healthy living is seeking an energetic, highly motivated and well-organized campaigner to co-ordinate Manitoba's first-ever ***Green Leap Forward***. This exciting campaign will package and cross-promote a number of active transportation and physical activity events scheduled for the spring of 2009 under the umbrella of the *Green Leap Forward*.

These include Jane's Walk, the Commuter Challenge, Clean Air Day, International Trails Day, *Winnipeg in motion* and *Manitoba in motion* events, the Manitoba Marathon, and Bike to Work Day, among others. The coordinator will work with the Committee to develop a website, prepare promotional material, and build a network among partnering organizations. Resource Conservation Manitoba is administering the project on behalf of the Steering Committee. Confirmed funding is from Mountain Equipment Co-op and Assiniboine Credit Union.

By working together, participating groups aim to co-ordinate messaging, reach more people, boost participation, and demonstrate the commitment of Winnipeggers to active and healthy living.

### **What qualifications are we looking for?**

- Experience in successful event management, promotion and marketing
- Above average communication skills
- Ability to engage media
- Familiarity with web site design and maintenance
- Ability to work collaboratively to meet tight deadlines
- Familiarity with community organizations and the non-profit sector
- Experience in organizing and chairing meetings
- Experience working with volunteers
- Flexibility as to hours and tasks required
- Knowledge of active transportation and participating organizations an asset
- Fundraising and sponsorship development an asset
- Graphic design skills an asset

### **What will the *Green Leap Forward* Coordinator do?**

- Coordinate meetings of the Steering Committee
- Maintain ongoing communication among Committee members
- Gather web site content, post material, keep web site updated
- Work with graphic designer on web site, logo and promotional materials
- Write and distribute press releases, generate media interest and respond to media inquiries

- Maintain project records, co-ordinate evaluation, prepare final report
- Solicit donations for grand prize
- Expand the network of partnering organizations, as appropriate
- Manage campaign expenditures within budget

**Application Deadline:** 5:00 p.m. CST, Friday February 6, 2009

**Contract Terms:**

- Duration: February 16 to July 31, 2009.
- Fee: \$4,000 paid in installments.
- Estimated work hours: 200-250 hours
- NOTE: Additional funding is being sought, which may increase the remuneration and number of hours for this position.

**To Apply:** Applications will be accepted until the deadline by mail, fax, or e-mail. Please apply to:

Green Leap Forward Hiring Committee  
Resource Conservation Manitoba  
303 Portage Avenue, 3<sup>rd</sup> Floor  
Winnipeg, MB R3B 2B4

Fax: (204) 942-4207

E-mail: [rcm@resourceconservation.mb.ca](mailto:rcm@resourceconservation.mb.ca)

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