

## RESOURCE CONSERVATION MANITOBA / GREEN ACTION CENTRE

### EMPLOYMENT OPPORTUNITY

July 29, 2010

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Event Coordinator - Active and Safe Routes to School  
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**Application deadline: Tuesday, August 10, 2010**

**Start date: Tuesday, September 7, 2010**

***This position is being funded through the YMCA Youth Eco Internship Program (YEIP)\*. Only those eligible for the High School Graduates YEIP can be considered for this position. Candidates may have some university education, but cannot have a degree. See below or [www.yeip.ca](http://www.yeip.ca) for more information.***

Resource Conservation Manitoba / Green Action Centre is a non-profit community organization currently seeking an event coordinator for our Active and Safe Routes to School (ASRTS) program. The coordinator will actively encourage walking and cycling as healthy alternatives for getting kids to and from school by working closely with teachers, parents, school staff and students at selected Manitoba elementary schools, and will help to plan International Walk to School Month in October - a special event highlighting these activities. The coordinator will also help plan a regional meeting of Active and Safe Routes to School practitioners in Manitoba and Saskatchewan in November 2010. The Event Coordinator will work closely with the Active and Safe Routes to School Program Team on the planning and delivery of these events.

### RESPONSIBILITIES

- Organizes and promotes elementary school participation in the annual International Walk to School Month in October
- Follows up at schools to encourage environmentally friendly travel year-round through surveys, telephone conversations and site visits as well as ASRTS program components such as the Walking School Bus, Walking Wednesdays Club and Neighbourhood Walkabouts
- Maintains a database and contact list of participating schools and community partners
- Researches, prepares and distributes kit materials such as fact sheets, checklists, surveys, brochures, posters, and resources
- Monitors project-related expenses
- Writes reports and assists in preparing proposals and applications
- Works co-operatively with other Green Commuting Initiatives staff on community-based active transportation events such as Car Free Day (September 22<sup>nd</sup>)
- Responsible for website updates specific to the event
- Provides event-related content for the quarterly newsletter "Off on the Right Foot"
- Promotes the event through various media streams – press releases, public service announcements, interviews, Facebook, etc...
- Assists with the coordination of a regional training event for Active and Safe Routes to School practitioners in Manitoba and Saskatchewan (involving invitations, managing registrations, preparing materials, taking minutes and assisting with follow-up reporting).

### QUALIFICATIONS

Must be self-motivated, reliable and able to work collaboratively and individually.

*Key qualifications include:*

- Self-initiator with excellent interpersonal and time management skills

- Professional writing, editing, research and communication skills
- Commitment to work in a collaborative setting to achieve common goals
- Experience in organizing events and workshops
- Background in areas such as communications / social marketing / community development / environmental or health education / social change / non-profit project work
- Familiar with Community Based Social Marketing concepts (see [www.cbsm.com](http://www.cbsm.com))
- Ability to handle multiple tasks in a brisk work environment with a flexible schedule
- Knowledge of internet-based communication and research tools
- Experience in organizing promotional events, and creativity in developing advertising and media campaigns
- Experience in proposal and report writing
- Ease in giving public presentations and speaking with media
- Demonstrated commitment to the goals of ecological sustainability and sustainable transportation
- Understanding of urban transportation, planning and environmental issues
- Experience working with teachers, parents, administration and staff in an elementary school setting an asset

## ABOUT THE POSITION

**This position is a 4-month work placement being funded through the Youth Eco Internship Program (YEIP)\*.** This program places unemployed people aged 15 to 30 from diverse backgrounds and with a high-school diploma (can have some university education) into paid internship opportunities within the non-profit and community services sector in Canada with a focus on the environment. These positions, offered in a wide range of organizations, will help young Canadians learn the skills required to gain and sustain future employment within the sector.

This project is a collaboration between the YMCA and YWCA Canada, with funding provided by the Government of Canada's Economic Action Plan. The YEIP encourages applicants from visible minority, Aboriginal, immigrant, refugee and traditionally marginalized communities to apply, and is committed to providing employment supports wherever possible.

**TO APPLY** fill in an internship application at [www.yeip.ca](http://www.yeip.ca) and indicate your interest in working with

*Resource Conservation Manitoba / Green Action Centre– Active and Safe Routes to School Program*

**Direct applications by Tuesday, August 10<sup>th</sup> to:**

ASRTS Hiring Committee  
 Resource Conservation Manitoba / Green Action Centre  
 303 Portage Avenue, 3rd Floor,  
 Winnipeg, Manitoba R3B 2B4  
 E-mail: [asrts@resourceconservation.mb.ca](mailto:asrts@resourceconservation.mb.ca)

**About RCM / Green Action Centre:** Resource Conservation Manitoba / Green Action Centre is a non-profit, non-governmental organization directed by an elected community Board. RCM/Green Action's mission is to promote ecological sustainability through environmental education and the development of sustainable alternatives to unsustainable current practices. Further information about RCM/Green Action projects and activities is available on our web site at [www.resourceconservation.mb.ca](http://www.resourceconservation.mb.ca).

RCM/Green Action's on-line guide to sustainable living in Manitoba – Living Green, Living Well – is at [www.LivingGreenLivingWell.ca](http://www.LivingGreenLivingWell.ca).

**\*NB:** We are currently undergoing a re-branding and name-change process. As of Fall 2010 we will be known solely as the Green Action Centre.