



## **Bicycle Nova Scotia Job Posting**

**May 24<sup>th</sup>, 2017**

Bicycle Nova Scotia is the provincial organization representing all cyclists, including sport, recreation, and transportation. Our goal is to grow all types of cycling in Nova Scotia, with a view towards increasing participation across the sport as well as growing active transportation.

Bicycle Nova Scotia (BNS) is accepting applications for the position of **Bicycle Tourism Marketing Officer**.

Detailed descriptions of this position and remuneration are provided below.

### **Bicycle Tourism Marketing Officer**

This is a 240hr, 6-8 week summer employment opportunity.

The successful candidate:

- Must be enrolled in a post secondary education institution in Canada.
- Desired fields of study include business, tourism, sport and recreation, planning, marketing, management, general arts or related field.

Additional desired qualities include:

- Have strong communication and organizational skills
- Strong detail orientation
- Graphic presentation skills
- Strong understanding of marketing, business development, and web-based communication, particularly in a Tourism setting
- Adept at working independently and within a team environment

Responsibilities include but are not limited to:

Reporting to the Director of Bikeways and Blue Route Implementation of BNS, the Nova Scotia Cycling Tourism Marketing Officer will be responsible for executing projects related to the development of promotional materials and web resources promoting cycling tourism in Nova Scotia including:

- The development of an interactive online map of public cycling trails

- Liaising with local cycling clubs to identify opportunities for visiting cyclists to join established club rides
- Developing and managing a program website for the *Bike Friendly Certification Program*
- Liaising with business associations, chambers of commerce, and local tourism boards
- Developing regional promotions and incentive packages

Compensation: The hourly wage of this position is \$15/hr.

Application Process: Interested applicants must submit cover letter and resume to: Bicycle Nova Scotia 5516 Spring Garden Road 4<sup>th</sup> Floor, Halifax, NS B3J 1G6 or email: [staff@bicycle.ns.ca](mailto:staff@bicycle.ns.ca). Please include 2 references in your cover letter.

Deadline for Application is: June 9th, 2017.