

## RESOURCE CONSERVATION MANITOBA

### EMPLOYMENT OPPORTUNITY

January 25, 2010

-----  
Event Coordinator - Active and Safe Routes to School  
-----

***This position is being funded through the YMCA Youth Eco Internship Program (YEIP)\*. Only those eligible for the YEIP can be considered for this position. See below or [www.yeip.ca](http://www.yeip.ca) for more information.***

Resource Conservation Manitoba, a non-profit community organization, is 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 special events highlighting these activities beginning with Clean Air Day Walk to School in June, and International Walk to School Month in October. The Event Coordinator will work closely with the Active and Safe Routes to School Program Coordinator on the planning and delivery of these events.

### RESPONSIBILITIES

- Organizes and promotes elementary school participation in the annual Clean Air Day Walk to School in June and in 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
- Develops and 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 the Commuter Challenge, and Car Free Day
- 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...

### 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
- 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 being funded through the Youth Eco Internship Program (YEIP)\*.** This program places unemployed people aged 15 to 30 from diverse backgrounds 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 – Active and Safe Routes to School Program*

### **Direct applications to:**

ASRTS Hiring Committee

Resource Conservation Manitoba

303 Portage Avenue, 3rd Floor,

Winnipeg, Manitoba R3B 2B4

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

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