



## Marketing Manager

The River Valley Alliance (RVA) is a not for profit organization. The seven municipalities owning lands and managing development in the North Saskatchewan River Valley in Alberta's Capital Region are the RVA's founding shareholders. The Mission of the River Valley Alliance is to create and be recognized as one of the largest metropolitan river valley parks in the world, spanning from Devon through Parkland County, Leduc County, Edmonton, Strathcona County, and Sturgeon County to Fort Saskatchewan. The RVA has embarked on a \$90 million capital program to improve public access to the North Saskatchewan River and river valley through new trails, bridges, and amenities complementing the existing infrastructure. The capital program has increased the importance of raising the profile of the RVA to gain broad public and decision maker support for pursuing the mission.

The Marketing Manager, a dynamic self-motivated professional, will lead the RVA Marketing and Events team. An ambitious and results-oriented individual will thrive in this high profile, extensively networked and collaborative environment. Reporting to the Managing Director, the Marketing Manager duties include the following:

- **MARKETING** - Develop and implement a marketing program for the RVA that enhances the awareness of; and support for; the implementation of the RVA Plan of Action
  - Manage the program for Park Naming and Branding
  - Manage the development and distribution of promotional products and items
  - Develop or partner in contests and promotions relating to a river valley theme
  - Develop partnered promotions, events and activities with public and private sector
- **EVENTS** – Plan and coordinate the RVA presence in special events
  - Facilitate the development of an iconic river valley event (RiverFest) enhancing the profile of the RVA, including the tactical implementation of the event with volunteers, partners and sponsors
  - Coordinate municipal and RVA participation in partnered events such as River Day
  - Identify civic events associated with RVA interests. Coordinate RVA participation in such events including volunteer and staff participation as needed
- **FUND DEVELOPMENT** - Provide advice and support to fund development program.  
Working with the Executive Director:
  - Develop the business case and presentations to potential partners, sponsors and contributors of RVA events and programs
  - Present the opportunity for support of RVA events and programs to prospective businesses, agencies or individuals
- **COMMUNICATIONS** – Working with internal and external communications professionals:
  - Support media relations to ensure timely, accurate and fair reporting of the RVA
  - Provide support to tactical communications including:
    - writing and editing news releases, speeches, annual report, presentations, website content, and promotional materials

- **ADVISORY COMMITTEE** – Liaise as needed with the Advisory Committee, which is responsible to:
  - Promote and publicize the RVA to public supporters
  - To advise the Board of Directors on municipal initiatives
- **VOLUNTEER PROGRAM**
  - Manage the Friends of the RVA Volunteer Program with input from the Advisory Committee
  - Supervise the coordination of volunteer involvement in RVA events and promotions
  - Develop volunteer opportunities to act as advocates of the RVA

The River Valley Alliance is looking for a motivated leader that can work independently and in a team setting. The ideal candidate should possess:

- Post-secondary education in a marketing, events, communications, public relations, recreation administration or related field, supplemented by a minimum of 5 years' experience in a related position
- Project management and event planning skills
- Media relations experience
- Excellent written and verbal communication skills
- Knowledge of mass communication techniques and fields such as advertising, printing, graphics, audio-visual and web-based communications
- Understanding of non-profit organizations and experience with volunteer management
- Understanding of public administration and experience interfacing with government officials
- Knowledge and experience with social media content development

### **Work Schedule**

This position is a Full Time Equivalent position, requiring a flexible work schedule including evenings and weekends as required.