

## Niagara Bruce Trail Club – Public Relations Director

### Role Description:

- Promote the club and the BTC Conservancy activities and mission to its members and to the general public.
- Should have good communication and writing skills. Easily engage with potential new members as well as current members. Have good computer skills - using either Google Docs or Word. Excellent organizational skills. Knowledge of the club and Bruce Trail is an asset.
- Attend monthly NBTC Board meetings, second Tuesday of every month at 2pm (except July & August). Provide an update for each meeting.
- Provide direction/approve of content provided by Social Media Volunteer.
- Provide/approve of content for the website.
- Provide content for membership eblasts and send.
- Organize Bruce Trail Day (first Sunday of October) at Niagara College. Book the college. Coordinate hikes with the Hike Director. Setup information and promotional items tent. Recruit volunteers to help.
- Determine/accept requests for attendance at various festivals, events around the peninsula. (annual events include Summer Pelhamfest (mid July) and Balls Falls Thanksgiving Festival (October)). Ensure there are sufficient volunteers and media content for these events. Provide tent and table when necessary. (storage of promotional materials, table & tent)
- May be asked to make occasional presentations (Powerpoint) as requested for events.
- May be asked to do media interviews.
- Design print material (business cards, fliers) and order printing.
- Work with the Hiking 101 committee and help with promotion and instruction.
- Develop ideas for promotional items
- Provide tent, club information and promotional items at club events - both social & hiking (or recruit volunteers to help)

For more information please contact Jessica Ranelli, Niagara BTC Volunteer Coordinator, [nbtc4membership@gmail.com](mailto:nbtc4membership@gmail.com)