

CONSERVATION HALTON is a community based environmental agency that works in partnership with watershed municipalities and the Province of Ontario to protect the natural environment. We also manage a number of parks for education and recreation including Glen Eden Ski & Snowboard Centre, Crawford Lake, Mountsberg Wildlife Centre, Rattlesnake Point, Mount Nemo, and Hilton Falls.



Marketing Specialist

Communication Services Division

(Permanent - Full Time)

Are you tired of commuting? Spending hours in your car or on transit? Cubicles cramping your creativity? Smog smothering your vision? If you are looking for a flexible work environment, with dedicated and engaged coworkers, and a picturesque work location nestled along the Niagara Escarpment, then look no further! Conservation Halton has an annual operating budget of approximately \$20 million, manages 10,000 acres of greenspace, and employs 600 professionally and culturally diverse team members. Our recreation programs draw 600,000 visitors annually to our parks, including upwards of 200,000 to the Glen Eden ski & Snowboard Centre.

What WE Want:

- Reporting to the Director, Communications Services, conduct Strategic marketing planning for Conservation Halton's business units
- Create, execute and implement corporate marketing strategies for Conservation Areas and other corporate services
- As part of the marketing strategy, research and develop an advertising / media partnership strategy for Conservation Halton parks, including Glen Eden Ski and Snowboard Centre
- Develop and apply product management strategies and brand management principles to new and existing products, including management of annual membership and customer loyalty programs
- Manage both inbound and outbound marketing initiatives
- Working with the Communications Advisor prepare media releases, plan press events, and periodically attend trade shows to promote Conservation Halton parks and facilities
- Coordinate the development and delivery of marketing materials required for the conservation areas in liaison with Graphic Services Specialists
- Supervise Graphic Services Specialists team providing necessary support and direction to manage projects
- Establish media partnerships and conduct all corporate ad buys
- Work with departmental team to develop online media strategy
- Provide input towards effective web-based communication designs
- Build an online marketing/advertising plan to help drive customer acquisition, product sales and customer retention
- Continually assess and react to competitive marketing strategies
- Guide in branding new programs, product or services in the marketplace for success
- Assist in developing appropriate pricing strategies
- Develop a workable Marketing ROI plan and perform robust ROI analysis to inform marketing and pricing decisions

Things WE really like (in fact, we insist upon):

- Demonstrate ability to interact and cooperate with all company employees
- Build trust, value others, communicate effectively, drive execution, foster innovation



- Focus on the customer, collaborate with others, solve problems creatively and demonstrate high integrity
- Maintain professional internal and external relationships that meet company core values
- Proactively establish and maintain effective working relationships with all support departments

What YOU must have:

- 3 – 5 years experience in marketing in a tech environment
- University degree ideally in marketing, public relations, communications or commerce
- Strong experience in marketing recreational attractions or locations
- Understanding of search engine optimization and pay-per-click
- Prior experience in the design, writing and overseeing of production for all marketing collateral
- Strong understanding of web 2.0 online marketing methodologies - social media
- Involvement or exposure to traditional (print, radio, TV) media buying
- Strong familiarity with graphics design processes and web content management
- Familiarity with Google analytics
- Demonstrated ability to learn quickly and thrive in a rapidly evolving environment
- Ability to be self-managed with strong accountability and initiative
- Strong interpersonal skills – consistent demonstration of diplomacy, decisiveness and problem solving
- Excellent communication and presentation skills, both written and oral
- Experience with trade shows and events an asset
- Previous supervisory experience considered an asset

Salary:

- Starting salary \$58,070 (contingent upon skills and qualifications) based on 37.5 hours/week.

Benefits:

- Full benefit package, including health, dental, vision care, life and disability insurance and membership in the OMERS Pension Plan. Staff identification pass which entitles you to free entry to all of our conservation areas, free skiing and snowboarding, and discounts on goods, services, cafeteria food, events with a participation fee, equipment rentals and tubing!

Start Date:

- March 2010

Are we talking about you?

To be considered for these positions, candidates should submit their application, stating position title, no later than 6:00 pm, February 26, 2010 to:

Manager, Human Resources

Conservation Halton

2596 Britannia Rd. W., RR #2

Milton, ON L9T 2X6

Fax: (905) 336-0921

E-mail: hr@hrca.on.ca

(include position title in subject line)

We thank all applicants for their interest however only those selected for an interview will be contacted.

P L E A S E N O P H O N E C A L L S

C o n s e r v a t i o n H a l t o n i s a n E q u a l O p p o r t u n i t y E m p l o y e r

Check out our website at www.conservationhalton.on.ca for a complete list of paid and volunteer opportunities!

