

## Vice President, Communications and Marketing

Trans Canada Trail (TCT) is seeking an exceptional leader who will help deliver on a vision of being "The destination of choice for experiencing the majestic, pristine beauty of the Canadian outdoors and our rich culture."

This is a unique opportunity for a forward-thinking, strategic marketing and communications professional to be TCT's Vice President of Communications and Marketing.

Showcasing Canada's rich history, diverse culture and magnificent landscapes, The Great Trail of Canada, created by Trans Canada Trail, connects Canadians from coast to coast to coast. The Trail is supported and connected by a dedicated network of volunteers, donors, trail groups, communities and all levels of government.

As **Vice President, Communications and Marketing**, reporting to the President & CEO, you provide leadership and direction to a small team, and create and implement strategic marketing and communications plans that animate and activate the Trail for all Canadians.

Your scope is broad and varied and covers media relations, marketing, market research, communications, stakeholder and donor engagement, and brand management. Knowledge of the tourism sector is an asset. As a member of the senior team, you work closely with your colleagues as well as a high-profile Board to drive strategy, enhance donor and stakeholder engagement and support key interactions with government, sponsors, volunteers, partners and Trail users.

As the ideal candidate, you are an exceptional leader and a bold, creative and expert marcomm strategist who sees this role as a nation building opportunity that will serve Canadians for generations to come. Colleagues respect and value your political acuity, adroit communications skills, sound counsel and evidence informed decision-making style. You are insightful, financially literate and fluently bilingual. Your understanding of and experience interacting with local, provincial and federal governments are definite assets as is your experience supporting and reporting to a Board.

If you are interested in taking the Trail to the next level, please send your CV and cover letter in confidence to **Michael Naufal** and **Collin Ritch** at [mnaufal@boyden.com](mailto:mnaufal@boyden.com) and [critch@boyden.com](mailto:critch@boyden.com). **Please include "Vice President, Communications and Marketing, Trans Canada Trail" in the subject line of your email.**

*We thank all applicants for their interest; however, only those under consideration for the role will be contacted.*