



Calgary *tour de nuit* Society

Marketing Assistant

Deadline: When a Suitable Applicant is Found

The Calgary *tour de nuit* Society (*CtdnS*) is one of Canada's most innovative active and sustainable transportation organizations (ASTO) promoting urban bicycle commuting. In an eight-month period we launched six major projects including the ['Ride the Road' tour](#) and the first [Calgary Bicycle Festival](#).

Following the completion of a strategic review assisted by America's largest cycling club, the *CtdnS* is consolidating programs and launching new initiatives that will rapidly increase the enthusiasm for commuter cycling to levels seen in major cities. You will be part of a small team of committed staff supported by volunteer professionals and trainees who have established the *CtdnS* as an effective ASTO with acknowledged 'in-house' expertise. Last winter a legislative initiative at City Hall resulted in the first cyclist-initiated motion to pass at Council.

The *CtdnS* has an ambitious on-street, closed-road program designed as a facsimile of dedicated commuter cycling infrastructure found in major cities around the world. The Calgary Bicycle Festival is being reinforced as a standalone destination event on Calgary's festival calendar. *CtdnS* sets 'membership event participation targets' based on the experience of similar organizations in the United States. Our flair for innovation saw the first tractor pull (bikes pull a tractor) at a North American bike festival and our ride doubled—with a two-rides-in-one format to appeal to our two target markets.

The role of the **Marketing Assistant** is to support the efforts of the Membership Coordinator (a volunteer position held by a Board member) to:

- Maintain membership/event participant ratios
- Grow membership
- Represent the Society at community events and festivals
- Distribute information
- Compile membership and participant data
- Assist in organizing the 2011 Calgary Bicycle Festival
- Achieve new membership quotas



Qualifications:

- High School Graduate (not university or post-grad)
- Basic computer skills
- Excellent verbal and presentation skills, personable and very outgoing
- Ability to function in a team environment with multi-disciplinary members
- Creative thinker prepared to articulate and sell new concepts

This position is funded under an EcoIntern Program and the candidates must be unemployed high school graduates (only) and under thirty years old. Six-month position. Apply with a cover letter and CV to: staffing@morepeoplecycling.ca. Visit us online at: www.morepeoplecycling.ca