
POSITION PROFILE: TRAILS COORDINATOR

Community Services Department

Municipality of Crowsnest Pass



NOVEMBER 30, 2009- NOVEMBER 29, 2010

BACKGROUND

The Crowsnest Pass Community Services Department provides parks & recreation services for residents and visitors to the Crowsnest Pass.

One of the responsibilities of the Department is the planning and development of approximately 30 kilometers of trails throughout the valley. In August of 2009 Municipal Council adopted the Crowsnest Pass Community Trail Master Plan as an official plan for the Municipality. In September 2009 funding was secured for the development and execution of the Master Plan. In an effort to advance the project, Recreation Infrastructure Canada (RInC) funding is being allocated to fund the creation of a TRAIL COORDINATOR position. The temporary position will be responsible to oversee the development and completion of the Crowsnest Community Walking Trail Master Plan.

Responsibilities

The Trails Coordinator will be reporting through the Community Services Director to the Crowsnest Community Walking Trail Advisory Committee, the Culture and Recreation Board and ultimately to Municipal Council. The Community Services Department will provide direction and assist in day to day operations as needed by the Trails Coordinator. The Coordinator will work as an employee of the Municipality but will manage the project as an independent consultant and provide weekly reports and updates to the Director of Community Services. The Trail Coordinator will be responsible for the coordination of tasks related to the development of the Crowsnest Community Walking Trail under the authority of the Municipality of Crowsnest Pass. The responsibility for trails and access points within the Municipality is shared with many stakeholders including private-public landowners, government organizations, commercial-residential-leased land, and community organizations. The Trail Coordinator is expected to have regular consultation with these stakeholders throughout the project. Marketing, promotion and soliciting donations of both time and money will also be part of the role.

Outline of Responsibilities: the following tasks will be undertaken by the Trail Coordinator. This outline is not in order of priority nor all inclusive.

TRAIL DEVELOPMENT PLAN

The Trail Development Plan should follow the project implementation schedule and ensure that targets are met and the project is completed. The Plan should reflect the Crowsnest Community Walking Trail Master Plan and be respectful of the requirements of project funders.

KEY REQUIREMENTS:

- Develop tender package(s) for contractors.
- Be the liaison for and municipal contact person with contractors.
- Ensure that all regulatory standards are followed including the Crowsnest Pass Municipal Health and Safety Policy.

OPERATIONAL PLAN

- Identify priorities for implementation during the term of appointment.
- Develop policies for trail usage in consultation with Municipal Staff and other jurisdictions.
- Develop and implement an interpretive signage plan that is interactive and informative and identify appropriate locations. Included in the Plan should be “self guided” opportunities.
- Develop an annual and preventative maintenance schedule that details the “what” and “how” of Trail Maintenance.
- Develop an internal inspection and external incident form to report any deficiencies. These forms should be integrated with both Municipal Health and Safety Committee and Risk Management Committee. Assist with the development of a trails policy.

PROGRAM/ACTIVITIES PLAN

- Identify prospective activities (cross country skiing) that may be introduced to the operational/marketing/promotional plan.
- Identify existing or potential special events that would benefit/utilize the trail system and ensure that opportunities and needs are communicated to involved groups as part of the project.

MARKETING AND PROMOTION PLAN

- Plan the official opening of the trail.
- Develop a comprehensive marketing and promotional plan complete with maps (hardcopy and ecopy). Integrate maps with GPS Technology (Caching, Open Street, and Mapping).

Establish a mechanism for ongoing liaison with other trail or pathway groups (TRAIL Net, Trans Canada Trail, Quad Squad).
Link information to municipal website.

SPONSORSHIP PLAN

Develop a comprehensive multi-year sponsorship plan.
Contact potential sponsors and secure donations of time or funds for a minimum value of \$80,000.00

Proposed Timeline

Project is expected to be completed March 2011. Budget for this position is for 52 weeks/40 hours/week. The position is expected to be awarded by November 30, 2009.

Position Environment

The successful applicant will work within a Community Services Team that adheres to values of professional conduct and the internal external anti harassment policies of the Municipality.

Hazards

Although much work will take place with computers in an office or with people in a conference room, there will be an expectation for outdoor work involving walking over or on uneven or icy ground and stepping over obstacles in different types of weather.

Required Competencies

The successful applicant will be familiar with computer software required for writing reports maintaining email correspondence, doing internet searches and willing to learn mapping software. Effective interpersonal skills and the ability to speak in public will assist in the marketing and sponsorship aspects of the role. Personal accountability for meeting project expectations is expected. The ability to initiate activities and creatively identify options for marketing and promotion will be an asset. Organizational skills are essential. Previous experience in post secondary qualifications in community work or organizations is preferred.

Job Posting

The Municipality of Crowsnest Pass in partnership with the Crowsnest Community Trails Advisory Committee is seeking an experienced professional to lead the implementation of a 500K investment in Trails in the Crowsnest Pass.

The ideal candidate will hold a professional designation or a post-graduate degree with a minimum of five years experience in planning or equivalent.

The following attributes are essential for success:

- integrity, honesty and professionalism
- a collaborative style that promotes cooperation among stakeholders
- the ability to motivate people to meet challenging objectives
- the ability to multi-task in a fast-paced environment
- proven project management capabilities
- excellent interpersonal, communication, public relations and presentation skills
- strong computer skills with proficiency in Microsoft Office, Adobe applications
- flexibility and availability in terms of work hours

The successful candidate will have extensive knowledge of the volunteer trail building and trail user communities in Canada including motorized and non-motorized trails organizations. Experience in dealing with all three levels of government as well as in marketing and public relations would be considered an asset.

This position will report to the Director of Community Services.

Applications

Applications may be submitted to the Municipal Office.

Municipality of Crowsnest Pass
Trail Coordinator Position
PO BOX 600
Crowsnest Pass, TOK OEO
ATTN: Director of Community Services

Applications shall be received no later than 4:00pm, Friday November 20, 2009.

Crowsnest Pass Recreation