

**Community Engagement Intern**  
**Path of the Paddle Association**  
**Heart of the Continent Partnership**

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Location of the project: Atikokan Economic Development Office.

19.25/hr. \$35,035 annual. One year contract.

Typical Office Hours: 9-5, some weekend and evening hours and travel.

Required: Driver's Licence, Passport or ability to participate in activities in USA.

Candidate must meet the requirements of the NOHFC Funding.

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The Community Engagement Intern, acting as an ambassador, will promote and build community awareness of the Path of the Paddle Association (POPA) and the Heart of the Continent (HOC) Partnership.

Duties and Responsibilities:

1. Review the goals and objectives of the Path of the Paddle Association and the Heart of the Continent Partnership.
  - a. Meet with the organizational executives of POPA/HOCP and review organizational mandates and activities.
  - b. Review the tourism strategies of the stake holder communities- Thunder Bay and area, Atikokan, Fort Frances, Dryden and Kenora to establish common goals and objectives.
2. Develop a community promotion and engagement strategy plan to meet the identified common goals and objectives.
  - a. Identify promotional opportunities
  - b. Create an event list for both organizations and assist in the organization and delivery of these events.
  - c. Identify potential partnerships/ resources/ funding opportunities
  - d. Develop activities and implementation plan
  - e. Create a resource for POPA/HOCP that will provide a template for participation in promotional activities
  - f. Identify required resources for guide book preparation for POPA
  - g. Identify strategies for implementation
  - h. Implement promotion and engagement activities
  - i. Assist in the delivery of activities as identified
  - j. -Engage the community
  - k. Identify stakeholders
  - l. Create a contact list
  - m. Initiate engagement
  - n. Encourage participation ie. using POPA trail, nominations on HOCP National Geographic site
  - o. Encourage partnership opportunities.
  - p. Assist in the development and dissemination of materials to engage the community
  - q. Identify opportunities- Facebook, Twitter, Instagram, blogs, publications, etc
  - r. Create content for media distribution
  - s. Disseminate materials
3. Gather statistics and reports related to activities
  - a. User statistics for social media, activities including trail users on POPA, access to HOCP National Geographic Initiative
4. Assist in the development of Strategic Plans for Organizational Development

## ORGANIZATIONAL PROJECTS and GOALS

### Path of the Paddle Association

1. Monitor inquiries from trail users and relay messages to Regional Trail Committees.
2. Spend time in the region connecting with Trail Committees
3. Develop an inventory of equipment and a system of tracking usage
4. Complete an inventory of partners and stakeholders, outfitters, suppliers
5. Develop a data base of contacts for organization
6. Identify opportunities for promotion, develop activities, engage communities
7. Assist in the compiling of data, review of information, and creation of guide book/trail information
8. Assist in identifying vehicle for dissemination of trail information
9. Assist in the development of funding/strategic plan
10. Maintenance of website for merchandise sales, blog updates and trail usage.
11. Be in attendance at Board meetings ( monthly conference calls ) and Regional Trail committees ( dates/times TBA) when possible.
12. Be part of the Social Media administrator team and provide a Social media update at meetings.
13. Other duties as assigned

### Heart of the Continent Partnership

1. Under the direction of management you will communicate the steering committee Conference call meetings twice a month , providing materials and recording minutes
2. Engage tourism based organizations in taking advantage of Traveltheheart.org and membership in HOCP.
3. Assist in cross border event planning – ie. cycling event, Science Symposium, Round Table meetings, etc.
4. Orientate stakeholder/partners/community to utilizing [www.traveltheheart.org](http://www.traveltheheart.org) and social media accounts
5. Initiate outreach communications – promote website use, visitation, and attract new nominations through the use of Facebook, twitter, Instagram, and telephone.
6. Develop and generate (fun) e-newsletters with happenings in the Heart of the Continent
7. Assist in drafting press releases and published promotional articles
8. Prepare information packages for tourist bureaus, visitor centres, entry stations for Quetico/Kakabeka PP/ Sleeping Giant PP/– Voyageurs NP – Superior NF – Grand Portage NM
9. Assist in engaging Indigenous communities and Native American Tribes
10. Assist in file organization
11. Assist in development and implementation of a long term strategic plan
12. Other duties as assigned

#### Reporting:

- The direct supervisors will be in touch regularly and weekly update meetings will be planned to ensure the projects are on track and understood.



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