



Job Opportunity: Telemark Nordic Promotions and Events Coordinator

Summary of Opportunity

The Telemark Nordic Club seeks an enthusiastic, experienced candidate for the position of Promotions and Events Coordinator. This is an exciting and challenging part-time role with focused effort from October to April each year.

Telemark is pursuing an increase of its membership base by raising its community profile, building stronger ties with current members, and encouraging Day Pass Users to become Season's Pass Holders. You will play a key role in delivering these results.

Using Social-Media, Events, and Promotion you will leverage your skills, creativity and passion:

- To connect Telemark's story to the market, building awareness and engagement with potential new members;
- To invite Okanagan families to discover Telemark as an affordable, healthy, exciting and fun-filled community for them to spend time creating memories with family and friends;
- To connect with Day Pass Users to encourage them to become Season's Pass Holders;
- To introduce partnership opportunities with local businesses and institutions, building Telemark's presence and opening up new opportunities for membership;
- To build a customer profile for Telemark that provides insights into target audience and Day Pass User preferences, wants and needs.

About Telemark Nordic

The Telemark Nordic Club is a not-for-profit sport organization dedicated to promoting Nordic skiing and snowshoeing. The Club operates the Telemark Nordic Centre in West Kelowna to provide recreation and sport opportunities for the Central Okanagan and beyond. With over 1,400 members and 15,000 day use visits annually, Telemark Nordic is one of the largest Nordic ski & snowshoe facilities in BC. We offer over 50 km of professionally groomed trails for both classic and skate skiing, including illuminated night skiing trails. We also have 50 km of designated snowshoe trails, 3km of dog-friendly ski trails and 8km of dog-friendly snowshoe trails.

Known for its excellent grooming and family-friendly atmosphere, Telemark provides youth & adult programs, lessons, equipment rentals, a cozy day lodge, and a biathlon range, catering to all ages and skill levels.

"Telemark is where people go in the Central Okanagan for an outstanding outdoor experience"

Scope: Promotions

- **Drive Revenue:** Support the GM and Board to develop and execute initiatives to increase season's pass purchase, day pass purchase, and facility use across our Cross-Country Skiing, Biathlon, and Snowshoeing segments.
- **Local Community:** Connect with the local community, including other local businesses, to develop relationships and build partnerships.
- **Influencer/Partnerships:** Identify and collaborate with relevant influencers, club members, advocates, and partners to expand reach and boost credibility.
- **Strategy & Execution:** Assist in developing and executing a comprehensive social media plan that aligns with the club's marketing goals and engages our community.
- **Content Creation:** Develop, implement, and oversee our social media activities. Write, edit, and post engaging text, images, and videos across all relevant platforms (e.g., currently Instagram and Facebook).
- **Online Community:** Actively monitor and respond to comments, messages, and mentions in a timely and on-brand manner. Foster and manage an engaged online community.
- **Trend Monitoring:** Stay updated with the latest social media best practices, platform updates, and emerging trends to keep the communications relevant and innovative
- **Analytics & Reporting:** Track, analyze, and report on key social media metrics (reach, engagement, etc.) using platform-specific tools. Use data insights to recommend content and strategy improvements.
- **Website Management:** Assist with Website Management to ensure that club members and website visitors are able to locate and understand what's happening at the club.
- **On-Line Merchandising:** Support GM to develop on-line merchandising program, including expanding product line of summer items.
- **Familiarization with Telemark:** Candidate will familiarize themselves and promote Telemark's Vision, Mission and Values; programs; facilities; social events; activities; and members'/coaches'/athletes' experience.

Scope: Events

- **Planning & Coordination:** Lead the planning and execution of events in Telemark's Social Calendar, which may include member BBQ's, community ski and/or snowshoe nights, involvement in local events (e.g. parades), etc.
- **Budget Support:** Support the General Manager to track event budgets and ensure cost-effective execution while delivering events that are meaningful to club members and the ski & snowshoe community.
- **Stakeholder Communication:** Serve as point of contact for all relevant social event-related stakeholders, including internal and external partners.
- **On-Site Execution:** Participate in organized club events and promote members' experience through various media and communication channels.
- **Marketing & Promotion Support:** develop promotional media/materials, manage event registration, and ensure event branding is consistent and compelling.
- **Liaison with Social Committee:** Interact with Social Committee to generate ideas for events.

Preferred Qualifications and Experience

- Experience running paid social media advertising campaigns, or related experience and a willingness to learn (e.g., Facebook Ads Manager).
- Familiarity with SEO and how it relates to content distribution.
- Video editing skills for short-form content (e.g., Reels, TikToks).
- Experience planning on-site and off-site events
- Familiarity with event industry protocols and event requirements.

- A passion for outdoor and Nordic sports like cross-country skiing and snowshoeing.
- Written, oral and visual communication skills, particularly in English. Comfortable making presentations to stakeholders.
- Ability to work with deadlines and with flexible work hours, including occasional weekend programs and events at Telemark Nordic. Saturday mornings are peak traffic.
- Ability to communicate well with peers and stakeholders
- Organized self-starter who will enjoy networking with club members and club stakeholders
- Possesses a valid driver's license
- Working knowledge of Microsoft Office and WordPress or similar web platforms

What We Offer

- A free season's pass to Telemark Nordic, including access to ski and snowshoe trails and free access to rentals
- Part-time and self-directed work schedule
- A collaborative team environment where your ideas are valued.

Education

High School Completion

Reporting

To the General Manager of Telemark Nordic

For questions and to apply: Please submit your questions, resume, cover letter, and a link to your online portfolio or a document showcasing previous social media and event coordination work to rosshickey@gmail.com with "Telemark Nordic Promotions and Events Coordinator" in the subject line of the email.