

# Open Board Positions

We currently have 3 Board positions open. It is possible that the Hike Director and Special Hike Event Coordinator may be combined. Each Director is expected to attend 10 meetings per year, write monthly reports to the Board and also an annual report for the AGM. Directors are also expected to participate in special Board projects and volunteer at events. General qualifications include knowledge of the Bruce Trail organization, passion for the Vision. A demonstrated interest & understanding of BTC/IBTC organizations including benefits of walking/hiking and importance of preserving natural heritage.

We expect a minimum of a 3 year commitment to the role.

If you are interested, please email Gloria Pennycook, Volunteer Director at [iroquoiavolunteer@gmail.com](mailto:iroquoiavolunteer@gmail.com).

## **Hike Director:**

The Hike Director oversees all functions and operations within the Hiking portfolio, including being the main point of contact for all inquiries regarding recreation. This individual is responsible for ensuring all major club and community events run smoothly; organizing Trail Angels for independent hikers; ensuring the Hike Leaders are certified, trained, mentored and capable of leading hikes on the Bruce Trail. At least once a year organize a "Hiking 101" event to educate the public on the sport of hiking.

## **Special Hike Events Coordinator:**

Organizes and coordinates several key hike events, such as the New Years Day Hike, Steeltown Stomp, Bruce Trail Day and the Iroquoia End to End. The person in the role ensures that all of the details are done to guarantee successful events. These activities may include seeking out other volunteers or hike leaders to be part of the event team, booking venues, promotion, badges, food, etc. We are seeking an organized, self starter. This role will take direction from the Hike Director.

Due to the extent of training for this role, we are seeking an eager, independent individual who is willing to remain in this role for at least 1 year.

This is not a board position but the incumbent is required to attend Board meetings. A large component of this role is the management of a roster of nearly 80 volunteers. This role further includes reviewing submitted hikes and making revisions to the hike calendar; frequent correspondence with members, Hike Leaders, community groups regarding requests or inquiries that could impact the recreational use of the Bruce Trail, and regularly liaising between these individuals and the leadership of the various Bruce Trail Clubs. The Hike Director will occasionally work with Bruce Trail Conservancy staff on new and ongoing initiatives.

## **Education & Publicity Director:**

P&E Director is responsible for promoting Bruce Trail Conservancy in general through outreach/education and BTC/IBTC club events when requested.

**Qualifications/Skills:**

Understanding/knowledge of outreach, marketing and promotion.

Volunteer experience in similar organizations is helpful.

Social media, writing (press releases/blog/articles), interview (radio/TV), and computer skills

Able to commit to at least 6 hours per week & regular board meetings at least 5 times/year.

Ability to work with other volunteers and BTC staff.

**Publicity**

Social Media: Regular Facebook, Instagram and Twitter posting.

Iroquoian and e-blast: Write articles for both and possibly develop blog

Special Events: Promote events and hikes through local newspapers, TV, radio and social media as requested

Network with other organizations so as to promote BTC/IBTC including other BTC clubs, land trusts, and local like-minded organizations that promote nature and stewardship such as Cootes to Escarpment Ecopark network which includes City of Hamilton, City of Burlington, Royal Botanical Gardens, McMaster University, Conservation Halton, Hamilton Conservation Authority and Hamilton Naturalists' Club. Other community partners include Bay Area Restoration Council, Dundurn Castle, Green Venture, Burlington Green, etc. Since IBTC is an urbanized section of trail with a long history dating back over 200 years in European Settlement and much longer in Indigenous history, there is opportunity to incorporate interpretive information into hikes/walks. Samples include Crook Hollow, Sixteen Mile Creek, Battlefield Park, Spencer Creek etc. Networking with museums, Tourism Hamilton, and historical clubs is beneficial.

**Education**

Outreach Talks: Develop and expand talks to various groups. There is currently a team of IBTC members who help with education talks and present talks at libraries about benefits of getting on the trails including "Hiking 101".

Outreach/Education Hikes: Currently working with Active Aging Hamilton on a series of Thursday morning urban hikes. Also working with other organizations to guest lead a series of education hikes.

Trade Shows: Respond to all requests for having a booth at organizations like Scouts Canada, Compass Community Health depending on availability of volunteers and if trade shows are deemed useful for BTC/IBTC.