

Path of the Paddle



Path of the Paddle Association is looking for Student Trail Ambassadors



Photo Credit: Trail Ambassadors Paul & Hadley

**Organization Mission:** Path of the Paddle Association (POPA) exists to support the development, stewardship and sustainability of the Path of the Paddle water trail network in Northwestern Ontario in partnership with regional stakeholders.

**Position Opening:** POPA seeks two dynamic, extroverted, experienced paddlers to work as student trail ambassadors (we will accept applications from teams of two and from individuals) this coming summer. As trail ambassadors, you will live on the trail for 10 weeks, paddling the 1265km trail from Manitoba to

Lake Superior, camping and meeting those travelling the trail and sharing with them about Path of the Paddle and the Trans Canada Trail. You will be living outside and travelling by canoe for the entire time.

**Employment and paddling begin June 21, 2016 extending through to August 27, 2016.**

The Trail Ambassadors represent the Path of the Paddle Association and must be enthusiastic to:

- Promote and help build awareness of Path of the Paddle Association and the Trans Canada Trail
- Generate social media content via Facebook, twitter, blogs, Instagram and creating videos highlighting work with partners, trail users and the general public as well as writing a follow up article to appear in an outdoor publication
- Be high energy, open and ready to engage with whatever the day requires
- Prepare and submit weekly reports on public interaction and trail audit

Leadership and Interpersonal Requirements:

- Motivated, creative and professional
- Charismatic presence and excellent verbal communication skills
- Must enjoy meeting people and be able to engage others in conversation
- A positive, flexible disposition as well as the ability to deal with unpredictable demands of outdoor travel
- Ability to help connect others with your experiences and stories on our trail
- Exercises time-management skills and sound judgement and acts with integrity

Education and Technical Requirements:

- Experience living and working in an outdoor environment and canoe expedition experience
- Exceptional written and verbal communication skills
- Skill in writing for a variety of audiences – strong editing and proofreading skills
- Social Media savvy with video creation, and photography
- Demonstrated passion for and participation in outdoor recreation; preferably pursuing outdoor recreation in higher education
- Current relevant certification, including wilderness first responder, bronze medallion; preferably certification in canoeing (ORCA or Paddle Canada)
- Must be Canadian and returning to a Canadian post-secondary institution in Fall 2016

\*with thanks to LNT.org for the job ad example

**Position:**

Trail Ambassador

**Salary:**

Max: \$5800.00 (app. \$14.50/hour) plus a food allowance

**Closing date:**

February 26, 2016

**To Apply:**

1. Resume
2. Cover Letter (if applying as a team, joint cover letter, 2 page maximum)
3. 30 second-1 minute creative video introducing yourself
4. Three references upon request

**Email to:**

[carrie@pathofthepaddleassociation.com](mailto:carrie@pathofthepaddleassociation.com)

**Cover Letters should be addressed to:**

Path of the Paddle Association  
P.O. Box 33023 Red River PO  
Thunder Bay, ON P7B 0B1  
Attention: Carrie Nolan, General Manager

**To learn more go to:**

[www.pathofthepaddleassociation.com](http://www.pathofthepaddleassociation.com)