



Board of Directors Opportunity

Position: MARKETING AND COMMUNICATIONS LEAD, Board of Directors (Volunteer Position)

About TROtt

The Therapeutic Riding Association of Ottawa-Carleton (TROtt) is a registered charity that has been serving children, youth, and adults with physical and intellectual disabilities for over 35 years. Based in south Ottawa, TROtt provides subsidized programming for children and adults with conditions such as cerebral palsy, spina bifida, stroke, acquired brain injuries, multiple sclerosis, sensory integration dysfunction, cognitive delay, Downs Syndrome, visual impairments, and others. We are an employer of CanTRA and Equine Canada certified instructors and coaches, and work with experienced physiotherapists and highly trained volunteers to offer a range of therapeutic equine-assisted services.

About the TROtt Board of Directors

The TROtt Board of Directors is a management board responsible for both the governance of the organization and the managerial oversight of its operations. The Board's members meet monthly, each manage a portfolio of administrative tasks, and take part in project sub-committees. We are currently recruiting a new Director to fill the position of Marketing and Communications Lead.

Key Responsibilities

- Leads and contributes to TROtt projects and takes responsibility for some of the annually assigned tasks
- Is the co-main point of contact (with Web and Social Media Communications Lead) with staff on marketing and communications opportunities, questions and inquiries
- Coordinates marketing efforts to ensure progress of the program
- Coordinates outreach effort to media, MPPs, stakeholders, etc.
- Coordinates the development of print signage and other promotional materials
- Works with Web and Social Media Communications Lead and Fundraising Lead to coordinate efforts in public relations, website, social media communications and other marketing projects
- Builds relationships with external stakeholders and industry affiliates
- Works with Fundraising Lead and Web and Social Media Communications Lead in the promotion and communication of fundraising events and initiatives including:
 - Drafting and sending out Donor thank you letters
 - Ensuring key messaging around campaigns, events, etc are consistent and accurate
 - Develops and manages a communication strategy for events and campaigns (with the help of the Web and Social Media Communications and Fundraising Leads)
 - Helps in the drafting of grant proposals

Qualifications

- Ability to work 10 – 20 hours per month on Board projects and initiatives (most work can be done at home)
- Excellent verbal and written communication skills.
- Demonstrated ability to work independently, exercise confidentiality and good judgment.
- Self-starter with strong organizational and time management skills with a strong attention to detail and an ability to prioritize
- Knowledge of the Equestrian Industry an asset

Time Commitment

Each Board member spends approximately 10 – 20 hours/month on their respective tasks (time commitment each month may vary) for the duration of a 1-year term (renewable). The incumbent must attend monthly board meetings in addition to carrying out portfolio activities. Board meetings occur on the evening of the second Tuesday every month.

To apply for this position please send a resume and covering letter to TROtt.BOD@gmail.com.