

MULTIMEDIA SPECIALIST – 25TH ANNIVERSARY RELAY (IMMEDIATELY to MAY 31, 2012)



SUMMARY

Business Unit: 25th Anniversary Relay
Reports to: Manager, Marketing & Communications – 25th Anniversary
Job Classification: Band 6
Competition #: 2011-39
Closing Date: January 11, 2012
Term: Immediately to May 31, 2012
Location: On-the-road position

ABOUT THE RICK HANSEN FOUNDATION & the 25th ANNIVERSARY RELAY

The Rick Hansen Foundation (RHF), dedicated to accelerating a cure for paralysis after spinal cord injury and building accessible and inclusive communities, is celebrating the 25th Anniversary of the Man In Motion World Tour. Launched on August 24, 2011 in Cape Spear, Newfoundland and Labrador, the Rick Hansen 25th Anniversary Relay is retracing the Canadian segment of the original Man In Motion World Tour, traveling over 12,000 kilometres, through 600 communities and concluding in Vancouver, British Columbia on May 22, 2012. This time, one will inspire many in motion; engaging 7,000 participants from across Canada who have made their own difference in the lives of others. Please visit www.RickHansenRelay.com for more information.

JOB SUMMARY

The Multimedia Specialist – 25th Anniversary Relay is responsible for the coordination and development of all RHF digital assets and multimedia activities surrounding the Relay. This includes: photographing the moments and events of each Relay day, editing and uploading the content and posting online; managing the on-the-road videographer; overseeing the Relay's website and monitoring and organizing the Relay's social media needs.

Please Note: This position requires extensive travel, often for weeks at a time, as it will be primarily based on the road with the Rick Hansen Relay – traveling from Saskatchewan, SK and concluding in Vancouver, BC. Only candidates interested in working on the road for this period of time are encouraged to apply. This is an evolving position and responsibilities may shift over time.

WORKING RELATIONSHIPS

The Multimedia Specialist is a member of the RHF Marketing and Communications team and reports to the Manager, Marketing & Communications – 25th Anniversary and must work closely and collaboratively with Relay Operations and Relay Operations Centre functions. The position will also work closely and with all areas of the Rick Hansen Foundation, ensuring the goals and objectives of the Foundation and its 25th Anniversary are delivered upon.

DUTIES:

- **Photography:** Photograph the moments, individuals and events that comprise each day of the Rick Hansen Relay. Edit images as required, and post daily to www.RickHansenRelay.com, Facebook, Flickr and Twitter
- **Website:** Monitor and manage the technical needs of www.RickHansenRelay.com. Post assets and content as required. Create, update and analyze monthly reports on web traffic and trends
- **Social Media:** Monitor and post as required to the Foundation and Relay's social media channels
- **Videography:** Assist and manage the contracted videographer in each of the major cities across Canada. Capture video and edit pieces as required in lieu of the videographer
- **Media Relations:** Assist the Media Relations team as required: taking incoming media requests, researching content and aiding journalists in telling the Relay's stories, as well as those of the programs and initiatives of the Foundation. Post all news releases and press materials to be distributed to the media and to the Media Centre of www.RickHansenRelay.com

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- **Communications:** Provide communications support as required (writing, editing, audio-visuals, etc.) under direction of the Marketing & Communications Manager
- Performs related duties as required, in keeping with the purpose and accountabilities of the role

QUALIFICATIONS

- A degree or diploma from a recognized post-secondary institution in communications, journalism, multimedia studies or a related field
- 5 years in a similar role, specifically in web, photography and multimedia administration
- Must have exceptional photography skills, including capturing moments from both a news and marketing standpoint, as well as strong editing and digital manipulation as required
- Must have exceptional proficiency with Adobe Photoshop, Final Cut Pro, digital production and editing software as well as comfort using both PC and Mac based systems
- Understanding of Communications, Media Relations, Media Operations, Marketing, Sponsor Relations and in-depth knowledge of working on large-scale events.
- Strong knowledge and understanding of social media platforms
- Previous experience working in a fast-paced, multi-level, project based environment with emphasis on timelines and delivery
- Ability to adapt and keep calm in high-pressure situations
- Understanding and sensitivity of issues relating to persons with disabilities
- Fluency in English is required, including both oral and written
- Fluency in French is an asset, but not required

If you are interested in being a part of this creative and innovative team and are passionate about making a difference, we hope you'll consider a career with us.

HOW TO APPLY

We welcome you to apply for this career opportunity via email. Please send your resume and a cover letter (in MS Word or Adobe PDF file format) indicating in the email subject line which position you're applying for. Please address your email to Human Resources at hr@rickhansen.com.