



**For Immediate Release**

## **Project Coordinator – Cliffs of Fundy Aspiring Geopark**

### **Immediate Opening**

Cliffs of Fundy Aspiring Geopark, an initiative of the not-for-profit Cumberland Geological Society in Parrsboro NS, Canada, seeks an energetic, organized, and self-motivated Project Coordinator to assist the Steering Committee in achieving their goal of establishing a UNESCO Global Geopark along the Parrsboro Shore. The Geopark will include a large area along the Bay of Fundy shore stretching from Advocate Harbour to Bass River. The Project Coordinator will work closely with the Steering Committee in the following areas of responsibility:

- Project management;
- Coordinating development of a comprehensive written submission to secure official UNESCO Global Geopark designation (including establishment of a marketing plan, governance model, and sustainable business plan);
- Facilitating community information meetings and building community engagement;
- Corporate and government relations to build and maintain relationships;
- Developing and implementing a communications plan that includes social media, web site, newsletters, etc;
- Facilitating and recording Steering Committee meetings;
- Coordinating work of service contractors to develop marketing plan, graphic design, interpretive program materials and site signage etc; and
- Identifying funding and partnering opportunities, both government and private sector.

Applicants should have experience working with not-for-profit organizations, strong leadership and communication skills, familiarity with using social media and be self motivated. Knowledge of local tourism operators, experience with tourism development and post-secondary education would be an asset.

The position will be based in Parrsboro, however, working from a home based office is acceptable provided the successful applicant is available to be present in Parrsboro on an as required basis to attend meetings and liaise with CGS administration staff. Travel within the Geopark boundaries will be considered incidental to the work.

A UNESCO Global Geopark designation is a prestigious designation that celebrates a place with significant geological landscapes or history. UNESCO Global Geoparks are community lead and community managed, geotourism initiatives with worldwide recognition that contribute to sustainable regional economic development. A UNESCO Global Geopark will create international awareness and a tourism “brand” for the Cliffs of Fundy area as well as promote other local industries on a global level. This project will provide economic development opportunities and foster local pride in our region’s special character, including arts, culture, and the environment.

This position is for a 30 month term with possible extension. Salary will be commensurate with experience to a maximum of \$38,000 per annum paid bi-weekly. Out of pocket expenses for approved travel outside the Geopark boundaries and project activities will be reimbursed monthly. The successful applicant would be expected to start work on or about December 1, 2017.

Applications will be accepted until 5:00 pm AtlanticTime November 8, 2017 and are to be submitted by email to [chair@fundygeopark.ca](mailto:chair@fundygeopark.ca)

Prior to submitting your application, please address your questions to:

David Beattie – Steering Committee Chair  
Cliffs of Fundy Geopark  
Tel: 902-254-4625  
email: [chair@fundygeopark.ca](mailto:chair@fundygeopark.ca)