

## **Road Transport Outreach Liaison Officer**

Reports to Executive Director

### **Position Overview**

The Road Transport Outreach Liaison will be responsible for establishing and enhancing brand awareness through on-site, face-to-face interaction and social media with target audiences such as high schools, educators, job councilors and public forum. They will provide valuable information about the jobs in our industry to identify stakeholder groups and the general public. They will foster human relationships through communication and the distribution of marketing material in order to enhance awareness of the Trucking industry.

The candidate will also be a key contributor to the design, implementation, and execution of field outreach campaigns. She or he will work closely with the APTA's marketing manager and in the promotion of the material developed.

### **Duties and Responsibilities**

- Develop robust knowledge of the trucking industry jobs and education system for the different opportunities in industry
- Conduct preliminary research, plan and complete field outreach campaigns to close knowledge gaps in the communities we represent and operate in
- Provide input on literature and other materials to be used at field outreach events
- Maintain relationships with key education departments at government
- Promote job opportunities through successful field outreach programs
- Attend relevant trade shows and events
- Monitor industry trends
- Organize outreach events
- Drive home message to change image and perception from general public and key target audiences
- Public relation activities with key stakeholders

### **Qualifications**

- Successful completion of relevant post-secondary education in business admin or communication or equivalent experience in related fields
- Demonstrate the ability to think outside the box and act strategically
- Possess superior interpersonal skills, including presentation and persuasion
- A skilled relationship builder and collaborator, you possess a track record in problem solving and commercial acumen
- Action and result-orientated, and you have a passion for the transportation industry and the abundance of roles it offers
- Attention to detail
- Ability to represent the company in a professional manner at all times
- Strong organizational and time management skills
- Ability to plan and implement tasks
- Bilingualism would be an asset

### **Working Conditions**

Person should be available to travel extensively in Atlantic Canada, work offsite, and attend trade shows and job fairs. Some weekend work will be necessary. Individual will work independently but is required to integrate as a member of a larger team.

Interested candidates should forward resumes to **Jean-Marc Picard, Executive Director**, at [jmpicard@apta.ca](mailto:jmpicard@apta.ca).