



Volunteer Opportunity: Director of Marketing

Organization: Wilderness Discover Centre (WDC) **Location:** Shebandowan, ON

Time Commitment: 1.5-hour board meeting once a month (first Tuesday of the month 5:30 pm)
Meetings in Thunder Bay with Virtual option

About Us:

Nestled on the picturesque Shebandowan Lake, Wilderness Discovery is a fully wheelchair-accessible centre located 80 kilometres west of Thunder Bay, Ontario. **Our mission** is to provide a fully accessible family resort, promoting a safe, barrier-free, and enjoyable camping experience.

While our primary focus is on individuals with physical disabilities, veterans, and their families, we also extend our services to other nonprofit groups. Additionally, when vacancies arise, we cater to corporate retreats, family reunions, and various gatherings.

Volunteer Position Description:

Wilderness Discovery was established as a nonprofit corporation on April 7, 2017, with representatives from local Rotary Clubs, Hill City Kinsmen, HAGI, and the Shebandowan Lake Campers' Association forming our dedicated management board.

We are seeking dedicated and passionate individuals to join our team as the Director of Marketing. This role is crucial to our organization's success and allows you to make a real difference in the community.

Responsibilities:

Strategy Development:

Contribute to the formulation of marketing strategies aligned with the WDC's mission and goals.

Brand Management:

Oversee and maintain WDC's brand identity, ensuring consistency across all communications and materials.

Campaign Planning and Execution:

Lead or assist in creating marketing campaigns for fundraising, awareness, or advocacy efforts.

Public Relations:

Manage relationships with media outlets, create press releases, and handle public relations initiatives to promote the nonprofit's activities and achievements.

Digital Marketing:



Develop and oversee digital marketing strategies encompassing social media, email marketing, website management, and online advertising.

Market Research and Analysis:

Conduct market research to understand the audience, their needs, and preferences, using the insights to refine marketing strategies.

Benefits:

Gain valuable experience, skill development, and learning and professional development.

Make a positive impact on all the campers who get to enjoy a barrier-free camping experience.

Join a dynamic team and be part of something meaningful.

How to Apply:

If you are enthusiastic about our mission and ready to contribute your time and skills, please get in touch with Jeff Jones, our President.

Contact Information:

Contact Name: Jeff Jones- President

Contact Email: jjones@wdcentre.net

Contact Phone: 807-766-2086

www.wildernessdiscovery.net [check us out on Facebook](#)

Join us in making a difference in our community! We look forward to welcoming you to our team.