



Marketing Specialist

Intelligent Transportation Systems Canada (ITS Canada) is seeking a Marketing Specialist to deepen member penetration in the Canadian transportation technology industry, across several underdeveloped market segments.

A non-profit professional organization, ITS Canada is the national thought leader on advanced transportation technologies and their application to transport systems across the country. We engage with industry, government, academia and the media, providing insight and advice on how advanced **technologies can improve the transportation system**. ITS Canada's pan-Canadian membership is concentrated largely in the greater Toronto area.

In May 2016, our Annual Conference and Exhibition (AC&E) will be held in Calgary. In 2017, ITS Canada will host the 24th ITS World Congress in Montreal. The Marketing Specialist will contribute tangentially to the success of these events.

The term of the initial contract will be from January to June 2016, with a possible 1-year extension based on quarterly progress reviews. Longer-term regular employment is a possibility with **demonstrated substantial progress towards ITS Canada's goals and marketing objectives over the initial 18 months**.

Reporting to the Managing Director, this work-from-home opportunity is primarily responsible to meet aggressive membership growth targets as well as enlist new members as sponsors of the AC&E. The successful candidate will support our 2015-19 Strategic Plan by encouraging all members to take **better advantage of ITS Canada's services** as well as develop an active social media strategy for member and stakeholder outreach.

The ideal candidate will:

- Have broad knowledge of and exposure to the various transportation industry segments in Canada including the automotive, freight, public transit and technology sectors
- Be fully bilingual, French and English
- Utilize their existing contact base to the benefit of ITS Canada
- Have demonstrated experience mounting and executing membership growth strategies in a non-profit association context, utilizing all forms of promotional media types
- **Develop a concise marketing strategy consistent with the 'Smart Transportation for a Smart Nation' strategic plan and our annual operating plan**
- Rapidly execute the developed marketing strategy with the assistance of the ITS Canada Secretariat.

Compensation is comprised of a fixed monthly retainer (commensurate with experience) and a quarterly commission based on achievement of growth targets.

If this opportunity interests you, forward your resume in confidence, including salary expectations, to HR@itscanada.ca. While we thank all those who apply, only candidates short-listed for an interview will be contacted.

www.itscanada.ca