

FRONTIER ADVENTURE RACING

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Raid the North Series Manager & Marketing Coordinator Job Description

Full time contract position
Seven months: March 15 – Oct 15
Based in Toronto, ON
Contract Value: \$17 500

Frontier Adventure Racing Inc. is the leading adventure racing organization in Canada. This year FAR Inc will host eighteen races across Canada, including the Salomon Adventure Challenge Series (8 hour races), the Raid the North Series (36-hour races) and Raid the North Extreme (6-day expedition race), serving in 2004 as the Adventure Racing World Championship. The RTN manager will work as part of a team to ensure our events maintain the highest quality standards of experience and safety. We are a small company devoted to a fun, challenging and progressive work environment.

Objective: Creative growth in series execution, exposure, and participation

Description: This position encompasses two specific but complimentary roles:

As Raid the North Series Manager, you will take responsibility for:

- Maximizing participation in Raid the North and the Raid the North Championship
- Negotiating agreements and liaising with each host site
- Managing course design (outsourced)
- Managing all aspects of the event execution
- Event logistics, including trucks, buses, food, rental cars, flights, and accommodations
- Managing the assets of the series
- Competitor relations
- Working with IT manager to maintain web content, communications, marketing, points standings, prizing
- Working with Partnership Coordinator to ensure our sponsor and partner relationships are maximized for all parties
- Developing and growing our skilled volunteer medic and ropes crews



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As *Marketing Coordinator*, you will take responsibility for:

- Managing all aspects of FAR marketing, public relations, and media placement, working with Geoff & SAC manager
- Developing creative, groundbreaking, effective (and cost-effective) new marketing strategies
- Establishing and managing all media partnerships, working with Partnership Development staff
- Coordinating media and public relations by event
- Overseeing design & development of all advertising and marketing materials

Required Skills and Qualifications:

- Computer literate (word processing, databases, spreadsheets)
- Should possess a related University or College Diploma
- Experience or training in marketing and/or media relations
- Must have an interest in outdoor event management and adventure racing
- Must be detail oriented, resourceful, and able to manage multiple tasks
- Must demonstrate maturity and professionalism
- Able to handle high pressure situations and work cooperatively in a small office environment
- * Must be available to travel, work unusual hours including weekends for all events, be prepared to go beyond a job description and do whatever is necessary to ensure a successful event.

This contract has the potential for long-term renewal.

Please apply with your resume by fax or email to:

Geoff Langford, President
geoff@far.on.ca
fax: 403.398.0509



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