

Trail Communications Officer Job Description

Reports to: Executive Director, Hike Nova Scotia

Job location: Remote-Work

Wage: \$22.50/hr

Hours: 35 hours per week (15-week internship)

Start Date: May 11, 2026

End Date: Aug. 21, 2026

About the Clean Leadership Summer Internship Program

This position with Hike Nova Scotia is subsidized in part by the Clean Leadership Summer Internship program, which helps grow the clean economy by matching interns (age 15-30) with employers for 9- and 15-week summer work placements. Participating interns will receive paid hands-on experience, mentorship opportunities, take part in a professional development conference and training, while supporting local environmental projects.

Program requirements

- Must be a Canadian citizen, Permanent Resident, person who has been granted refugee status in Canada or legally entitled to work in Canada;
- Must be between the ages of 15 and 30 years old (inclusive) at the start of internship;
- From and/or will be residing in Nova Scotia for the duration of the internship;
- Must not be an immediate family member of host employer

Summary of position

Hike Nova Scotia is a nonprofit organization that encourages and promotes a growing hiking culture throughout our great province. We strive to be the voice for those who hike, walk and snowshoe as well as those who build and maintain hiking trails. Based out of Halifax, there is no public access office for Hike NS. All employees work remotely from their home offices and meet in person regularly.

The position is part of the Trail Builders Network project that supports trail managers across Nova Scotia, especially small community-based, volunteer trail groups, to increase their capacity to be more effective in their work. Trails are cherished by Nova Scotians and are a key part of our outdoor recreation infrastructure. Many trails are managed by volunteer groups who need assistance in doing their work. Day to day work includes corresponding with trail groups and working with Hike NS staff. Key work includes improving groups' online presence and communications, promoting Leave No Trace principles and promoting volunteerism and events. Knowledge and experience in communications and marketing is an asset. The successful candidate has a passion for the outdoors in general; enjoys a collaborative work environment; and excels at self-directed work, but also shines in team settings. The Trail Communications Officer reports to the Executive Director and will be required to work remotely from their own home office, attend regular in-person meetings with co-workers as well as meet with partners.

Duties and Responsibilities

- Work closely with and follow directions from the Executive Director
- Work with and support community trail group volunteers
- Develop promotional plans and tools
- Write content for communications tools including social media, newsletters, websites, flyers, brochures, etc.
- Create visuals to support communications efforts
- Create and/or upgrade websites and social media accounts
- Promote trail events
- Promote Leave No Trace principles
- Staff a display for at least two in person public events
- Participate in informal weekly check-ins with the Executive Director
- Conduct regular reporting
- Perform other related duties as assigned
- Support the overall work of Hike NS

Requirements/Qualifications

- Have an aptitude for safe work practices and the ability to multi-task in a busy work environment;
- Be able to work productively as part of a team while responding to feedback;
- Demonstrated interest in future employment in the environmental or clean sector is considered an asset;
- Have excellent time management and organizational skills and ability to meet deadlines
- Have exceptional writing skills and attention to detail
- Have strong interpersonal communication skills
- Be able to work both independently and as part of a team
- Be familiar with word processing, spreadsheet and graphic design software
- Be capable of creating visually compelling communications tools
- Have experience in managing social media accounts
- Have experience with website content management software
- Have experience in using AI to assist with tasks and increase efficiency
- It is considered an asset to have: Experience working/volunteering in the not-for-profit sector; and Education and/or training in communications, marketing, public relations or similar
- Must be available to attend a mandatory training session in Halifax from May 11 to 13

The Officer will be required to work remotely from their own home office (require their own basic remote office equipment and technology) and must attend regular in-person meetings with co-workers, meet with partners on occasion and attend two public events.

Applications

Apply for this job by emailing info@hikenovascotia.ca with “Trail Communications Officer” in the subject line. Attach a one-page cover letter and a two-page resume.