

# Volunteer Opportunity

## Heritage Tree Book Project – Marketing & Sales Team

**Position:** Marketer and sales – 2 positions available.

**Location:** GreenUP office, 378 Aylmer Street North & establishments within the city of Peterborough.

**Commitment:** September - December

**About GreenUP:** GreenUP is a community-based, non-profit environmental organization. We do important environmental work right here in your community with many programs including water quality initiatives, sustainable transportation programs, community gardens, and educating kids. Our work is important, timely, and engaging.

**About the Project:** The Heritage Tree Book project is the latest phase of the Urban Forest program that includes public education, neighbourhood tree inventories, the Treasured Tree Hunt, native tree propagation, and strategic urban planning to increase our tree planting numbers.

The project is funded by the Ontario Trillium Foundation in partnership with GreenUP and the Peterborough Architectural Conservation Advisory Committee (PACAC). The book will include relevant historical, cultural, and personal stories about trees in the City of Peterborough. The intention is to support the further development of the city's Urban Forest Strategic Plan and showcase the work of the Urban Forest program. The goal of the book is to use images and stories to describe the past and potential future of our city's urban forest through recognizing both its heritage trees as well as the role it plays in the culture and ecology of the city.

**About you:** You enjoy talking to people, attending public events, are comfortable doing selling and marketing and have an interest in environmental and heritage issues.

**About the position:** Marketers and sales volunteers will receive training and information in order to approach local businesses and groups about buying copies of this book. The goal is to collect advance sales prior to the book's release in late November and launch in December. Sales volunteers will be given the opportunity to attend events to sell or collect orders for the books. Marketers and sales volunteers will be encouraged to provide ideas about where or how to market the book.

**Next Steps:** To apply, please contact Karen, GreenUP Volunteer Program Coordinator, at [karen.elcombe@greenup.ca](mailto:karen.elcombe@greenup.ca) or 705-745-3238 ext. 202. Potential volunteers may be asked to attend an interview.



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