



JOB TITLE: Bike Share Community Liaison

COMPENSATION: \$35,000

BENEFITS: Health insurance, 401K option, vacation, sick & personal leave, bicycle benefit

START DATE: September 15th, 2014

PURPOSE AND GENERAL DESCRIPTION

The Bicycle Coalition of Greater Philadelphia makes bicycling a safe and fun way to get around for anyone in Greater Philadelphia. Bike sharing, coming to Philadelphia in 2015, represents an inexpensive, accessible, and healthy new form of public transportation. Philadelphia wants to ensure that bike sharing's benefits are accessible to all Philadelphia citizens, but the experience of other US bike share systems shows that low-income residents (who could most benefit from cheaper transportation) use bike sharing at a disproportionately low rate. In response, the BCGP is managing a large-scale public outreach program to support the activation and use of bike share stations in low-income neighborhoods of Philadelphia, including holding community events and providing ongoing support to these communities.

REPORTING RELATIONSHIPS AND WORK ENVIRONMENT

The Bike Share Community Liaison reports to the Bike Share Outreach Manager.

The Bike Community Liaison will:

- Work out of the Bicycle Coalition of Greater Philadelphia office
- Occasionally work outdoors and on weekends and evenings
- Manage a team of bike share station champions

DUTIES AND RESPONSIBILITIES: Bike Share Community Liaison

- Assist in implementing an outreach program to increase awareness and use of bike sharing in low income neighborhoods, including:
 - Build relationships with neighborhood groups, non-profit organizations, and individuals to promote bike share by attending meetings and events
 - Train and manage neighborhood bike share station champions
 - Distribute outreach materials in a variety of ways to promote bike share in low income neighborhoods
 - Coordinate and staff station activation events (rides, classes, workshops, demonstrations) in priority neighborhoods
 - Implement a program evaluation method including baseline data from which we can compare future results.
 - Work closely with the bike share operator to coordinate with overall marketing efforts and partner with the staff person responsible for maintaining bike share memberships that are not secured with a credit card
 - Create content for our bike share station champion toolkit



- Work with the BCGP communications manager to capture biking images for social media, materials, and broader marketing
- Investigate best practices and existing research that relate to bike share and biking among low income populations

ESSENTIAL QUALIFICATIONS

The candidate should have the following qualifications:

- A commitment to the Bicycle Coalition's mission
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status or sexual orientation.
- Ability to be persistent, professional and creative when marketing and selling bike share.
- Ability to write and speak in a professional, friendly and accurate manner.
- Ability to stay calm and collected in challenging situations.
- Comfortable presenting information to and engaging large groups with humor and enthusiasm.
- A professional appearance and manner in the community and the office.
- Willingness to visit any Philadelphia neighborhood on foot, bicycle or by public transit.
- Commitment to following traffic safety laws and using all appropriate safety gear including helmets, reflective material, etc.
- Punctuality and good attendance.
- Proficiency with Microsoft Office applications.

DESIRABLE QUALIFICATIONS

We prefer candidates with these qualifications:

- College graduate with previous work experience.
- Fluency in a language other than English, especially Spanish.
- Familiarity with bike sharing systems.
- Previous non-profit or community organizing experience.
- Event planning and promotion experience.
- Experience with *Salesforce* database.
- Experience bicycling, walking or using public transportation in Philadelphia.
- Familiarity with the city of Philadelphia and its layout.

APPLICATIONS

Candidates should write a cover letter explaining why they consider themselves suited for the job; be sure to relay your story, and not just your professional attributes. Also send a resume of qualifications and relevant experience. We pay particular attention to cover letters. References will be requested as the hiring process moves forward.



Please fax, mail or email (preferred) applications to:

Katie Monroe (katie@bicyclecoalition.org)
Bike Share Outreach Manager
Bicycle Coalition of Greater Philadelphia
1500 Walnut Street, Suite 1107
Philadelphia, PA 19102

Applications will be reviewed on a rolling basis.

APPLICATION DEADLINE: Friday, August 22nd, 2014

We thank all applicants; we will contact only those selected for interviews.

Please direct all questions to Katie Monroe. Please no phone calls, but email questions are permitted.

The Bicycle Coalition is committed to providing equal employment opportunity for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex or age.