



JOB TITLE: Bike Share Community Liaison

APPLICATION DEADLINE: March 7, 2022

JOB TYPE: Temporary/ Seasonal: March 21 - November 11, 2022

COMPENSATION: \$16-17/hour, 30 hours a week, Health Benefits, PTO and Vacation

PURPOSE AND GENERAL DESCRIPTION

The Bike Share Community Liaison is a seasonal position housed at the Bicycle Coalition of Greater Philadelphia and supports the work of the Better Bike Share Partnership (BBSP), which includes Indego Bike Share. The position will work specifically to engage communities within the Indego bike share service area. The Bike Share Community Liaison reports to the Education Programs Manager and will work with the Community Engagement Coordinator. This person will spend time working both online, and outdoors, and on weekends and evenings.

The Better Bike Share Partnership is a collaboration between the City of Philadelphia, Indego bike share, the National Association for Transportation Officials (NACTO), People for Bikes, and the Bicycle Coalition of Greater Philadelphia. Started in 2014, BBSP's mission is to build equitable and replicable bike share systems across the country, with Philadelphia as a central location for testing and learning best practices.

The Bike Share Community Liaison is a seasonal position that supports the work of the Better Bike Share Partnership (BBSP) contract with the City of Philadelphia. The position will work specifically to engage diverse communities within the Indego bike share service area.

DUTIES AND RESPONSIBILITIES Assist in implementing an outreach program to increase awareness and use of Indego bike share in low-income communities, communities of color, and communities whose primary language is not English. This includes:

- Assist in implementing an outreach program to increase awareness and use of Indego bike share in underserved communities, low-income communities, and communities of color. This includes:
 - Coordinating planning and logistics related to rides and classes, including emailing, calling to connect with partner organizations and participants.
 - Building relationships with neighborhood groups, non-profit organizations, and individuals to promote bike share by attending events and meetings.
 - Leading and supporting group rides, classes and events using Indego bike share in targeted neighborhoods.
 - Teaching bicycle safety classes.

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- Maintaining relationships with neighborhood groups, non-profit organizations, and individuals that the BBSP team has developed.
- Promote events in order to increase attendance at Indego rides and classes. This includes:
 - Creating outreach materials and flyers to promote events and classes.
 - Distributing outreach materials and flyers in a variety of ways to promote bike share in underserved communities, low-income communities, and communities of color.
 - Building relationships with community members and partners as well as helping to maintain the relationships that the Better Bike Share Partnership has developed.
- Work with the BCGP Community Engagement Manager to share stories about the Better Bike Share Partnership.
- Assist with data entry, calling and emailing participants, data analysis, report writing, and other administrative tasks.

ESSENTIAL QUALIFICATIONS

The candidate should have the following qualifications:

- A commitment to the Bicycle Coalition's mission: to make bicycling safe and fun for anyone who wants to ride in the Philadelphia region.
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status, or sexual orientation and present information to and engage large groups with humor and enthusiasm.
- Ability to be persistent, professional, and creative when completing outreach.
- Willingness to travel in any Philadelphia neighborhood via bicycle.
- Commitment to following traffic safety laws and using all appropriate safety gear, including helmets, reflective material, etc.
- Must be willing to lift upwards of 30 lbs.
- **Individuals who identify as Black, Indigenous, or as a Person of Color are strongly encouraged to apply.**
- *Fluency in Spanish is preferable but not required.*
- *Drivers license is preferable but not required.*

DESIRABLE QUALIFICATIONS

We prefer candidates with these qualifications:

- Existing relationships with Philadelphia's neighborhoods and community organizations.
- At least two years of previous work experience.



- Previous non-profit or community organizing experience.
- Familiarity with bike-sharing systems.
- Event planning and promotion experience.
- Valid Driver's License.
- Experience with *Salesforce* database.

HOW TO APPLY

All interested candidates should send a resume and cover letter to Search@bicyclecoalition.org. Applications received by March 1st will be prioritized.

- An up-to-date resume (no longer than 2 pages)
- A 1-page cover letter explaining why you are interested in working at BCGP and what makes you a good fit specifically for the Bike Share Community Liaison role. Be sure to relay your story in addition to your professional attributes.
- References and clearances will be requested as the hiring process proceeds.
- Email subject should read: "[last name] Bike Share Community Liaison application".

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

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