



Job Title: VeloLingo Outreach Ambassador

Department: Education

Supervisor: Vincent Eldering

Salary: \$500 stipend (approximately 27 hours of flexible work)

Timeline: Outreach period: Mid-September-November

PURPOSE AND GENERAL DESCRIPTION

The VeloLingo Outreach Ambassador will support bicycle safety education outreach in the following linguistic communities across the Greater Philadelphia region: Vietnamese, Mandarin, Spanish, Haitian Creole, Russian.

Outreach ambassadors will distribute VeloLingo collateral materials including a brochure, and share information that leads people to watch our bike safety video, access additional resources on our website and @biking4beginners social media.

The Bicycle Coalition is looking for 1-2 individuals from each of the following linguistic communities: Vietnamese, Mandarin, Spanish, Haitian Creole, Russian. Outreach Ambassadors will conduct the following outreach, coordinated with our VeloLingo Coordinator:

- **Become an expert on our bicycle safety education materials.**
- **Deliver 600 bike safety brochures** (it is expected that this will be a mix of delivering sets of brochures to organizations and in-person individual outreach).
- **Drop off materials to at least 10 organizations** that work with members of your linguistic community.
- **Set up and complete at least 5, 30-minute meetings with organizations** to share the video, social media materials and brochures and brainstorm ways the organization to further share outreach materials.
- **Submit weekly outreach logs** to document weekly outreach activities.

Outreach Ambassadors will receive 3 hours of training in our bicycle safety materials.

At the completion of the outreach period (approximately 3 hours of training and 22 hours of outreach), Outreach Ambassadors will receive a \$500 stipend.

ESSENTIAL QUALIFICATIONS

The candidate should have the following qualifications:

- Verbal fluency in English and one or more of the following languages: Vietnamese, Mandarin, Spanish, Haitian Creole, Russian.
- Strong connections to organizations and communities for whom one of these languages is the primary language: Vietnamese, Mandarin, Spanish, Haitian Creole, Russian.
- Experience working independently
- Experience with community outreach and comfort speaking with new people.

If you are interested in applying to be an Outreach Ambassador, please email your interest to Vincent Eldering at vincent@bicyclecoalition.org. Applications received by September 9th will be prioritized.

Individuals who identify as Black, Indigenous, or Person of Color are strongly encouraged to apply.

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.