



Position Description

Communications & Marketing Coordinator

The Organization

Bicycle Colorado is a membership-driven 501(c)3 nonprofit founded in 1992. We are building a movement to enhance the health and happiness of Colorado communities by making bicycling safer and more accessible for all people in our state. We are recognized as one of the nation's most prominent organizations of our kind.

We passionately advocate for bicycle-friendly policies (e.g., Complete Streets; 3-Feet to Pass) and infrastructure (e.g., protected bike lanes; ample shoulders), and provide educational support to help kids and adults ride a bicycle safely and with confidence. We also educate drivers to safely operate their vehicles in harmony with bicycles on the road.

Our team strives to fuel a passion for bicycling and bicycle advocacy in communities across the state, and we collaborate with a variety of constituent groups, including elected officials, government agencies, bike industry organizations, community leaders and other nonprofits.

The Position

This is a unique opportunity for a talented, early career communicator to join our team and help shape the public-facing voice of Bicycle Colorado. The Communications and Marketing Coordinator will report directly to the Communications and Policy Manager and will be the primary content creator for our external communications, including social media, weekly email communications, twice-yearly print publications, website updates, marketing collateral and more.

The Communications and Marketing Coordinator is expected to be a self starter capable of developing and sharing content on their own from the Bicycle Colorado voice. They will work closely with the Communications and Policy Manager to ensure consistent branding and voice across channels to broaden awareness about and to motivate people to support Bicycle Colorado's work.

Bicycle Colorado is a highly collaborative team. The Communications and Marketing Coordinator will work in partnership with other members of the Bicycle Colorado team, particularly the Membership Manager, the Development Director and the leadership team.

The Communications and Marketing Coordinator will work primarily out of our LoDo office in Denver. Some evening and weekend work is required of all team members.

We encourage all applicants to learn more about our work at bicyclecolorado.org and review our core values; commitment to diversity, equity and inclusion; and full [Strategic Plan](#) before applying.

Key responsibilities

- Draft, develop and promote content for eNews (semimonthly electronic newsletter), Ride Time News (semiannual hard-copy newsletter) and website
- Assist with outreach via VoterVoice to the bicycling community to activate communication to legislators in support of our advocacy efforts
- Lead and coordinate social media strategy and posts across Facebook, Twitter and Instagram
- Keep fingers on the pulse of bicycling news locally, nationally and internationally
- Develop marketing collateral that promotes events and programs.
- Track and execute on all co-branded marketing agreements made with partners.
- Graphic design support of WordPress website elements, in-house prospect pieces, handouts, etc.
- Assist Communications and Policy Manager and Membership Manager in developing member and prospect communications
- Support of our larger events in various capacities
- Contribute ideas, positive energy, problem-solving and a collaborative spirit to the team
- Join all-staff meetings and share ideas to advance the mission and vision of the organization
- Additionally, the successful candidate will be asked to provide support to other departments as needed, including membership fulfillment, outreach and education with other members of the Bicycle Colorado team.

Background and skills sought:

- A passion for bicycling and interest in Colorado bicycling and transportation issues
- Bachelor's degree in communications, marketing, english or a related field—drafting and editing of professional communications is a must
- Social media experience—particularly Facebook, Twitter and Instagram
- Attention to detail and accuracy
- Understanding of Google analytics and other metrics tracking
- Proficiency with InDesign, Photoshop and Adobe Illustrator desired
- Proficiency with WordPress, MailChimp and Square desired
- Basic photography skills desired
- Marketing and communications experience tied to revenue-generating activities
- Strong organization and multi-tasking skills
- Ability to work well with others in a team atmosphere
- Conversational Spanish a plus

The candidate will also be:

- A curious and self-directed learner

- Willing to take risks, reflect on performance, learn from mistakes and improve
- Adaptable to unforeseen circumstances and managing change
- Highly collaborative and able to thrive in a team setting with cross-departmental interdependencies
- A self-starter with the ability to work independently to achieve milestones and goals on schedule
- Detail-oriented with strong time-management and organizational skills
- Able to communicate effectively in writing and verbally
- Able to thrive in a fast-paced environment

Compensation

A base salary commensurate with experience. Health insurance, vision, dental, major holidays, vacation, transit benefit and retirement plan match are included in the compensation package.

How to Apply

Email resume, two to three writing and/or marketing samples and cover letter to jobs@bicyclecolorado.org with email subject line: First Name Last Name - Communications and Marketing Coordinator Application

Work Schedule

Staff work a 40-hour week, on average, over the course of a year. The ebb and flow of work may require some longer days or weeks, including some evenings and weekends.

Other

Our offices are located in vibrant lower downtown Denver near bike paths, light rail lines and Union Station. Indoor bicycle parking is provided.

Position open until filled.