



Membership Manager Position Description

The Organization

Bicycle Colorado is a membership-driven 501(c)3 nonprofit founded in 1992. We envision a Colorado where riding a bicycle is always safe and convenient for everyone, where bicycling is the top choice for recreation and everyday trips, and where the benefits of bicycling are experienced and valued by all people in our state. We are recognized as one of the nation's most prominent organizations of our kind.

We advocate for bicycle-friendly policies and infrastructure, 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.

Bicycle Colorado's Denver advocacy arm, the Denver Streets Partnership, works to reclaim Denver's streets for people walking, rolling, biking, and using transit, and to build safe, healthy, and equitable communities. To do so, the Denver Streets Partnership connects decision makers and Denver residents with diverse perspectives, timely information, and practical solutions to reduce our city's dependence on cars and design communities that prioritize people. The Denver Streets Partnership believes in an equitable and vibrant Denver that guarantees our public spaces are designed for people and with human dignity as the guiding principle for the design of our transportation system.

Together, our team strives to build a movement that advocates for safe streets and more accessible biking. We collaborate with a variety of constituent groups, including elected officials, government agencies, bike industry organizations, community leaders and other nonprofits.

The Position

The Membership Manager is responsible for growing and serving Bicycle Colorado's membership. This role is both internal and external facing and requires someone able to efficiently manage member fulfillment needs while also representing Bicycle Colorado in the field.

The selected candidate will create and implement membership campaigns, including direct outreach and recruitment events, direct mail, electronic media, acknowledgements, incentives

and tracking. They will also be responsible for maintaining the member database and fulfilling membership donations and purchases with support from volunteers. The successful candidate will be comfortable and productive working with minimal supervision in an environment that is fast-paced and entrepreneurial. Our team is highly collaborative.

The Membership Manager will divide time serving members and donors of both Denver Streets Partnership and Bicycle Colorado, with a majority of the time being spent working on Bicycle Colorado membership. The Membership Manager will work in partnership with other teammates at Bicycle Colorado and Denver Streets Partnership, particularly with teammates focused on communications and development.

Our workspace is flexible, but the Membership Manager will be expected to join all-team meetings out of our lower downtown office in Denver when necessary. 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 denverstreetspartnership.org and, specifically, to review our core values and commitments to diversity, equity and inclusion; as well as Bicycle Colorado's [Strategic Plan](#) and the Denver Streets Partnership's [Strategic Framework](#) before applying.

Essential Functions

- Manage and grow our four membership programs:
 - a. Individual/household membership
 - b. Business/organization membership
 - c. Event membership
 - d. Share the Road license plates
- Develop and manage strategies for member recruitment and retention at Bicycle Colorado and Denver Streets Partnership
- Maintain and build upon current processes for acquiring, retaining and upgrading individual, business and event members
- Lead annual campaigns to members and design and execute mailings
- Lead Colorado Gives Day planning and work with communications teammates on promotion
- Plan and run all Bicycle Colorado raffles and train to be our state-certified Games Manager
- Lead and grow relationships with our event and business members
- Support the Director of Membership and Development with Salesforce reporting for development of major donors and attend bi-monthly development meetings
- Support event planning and execution, especially for our Gear Up Fundraiser
- Support staff with database needs and data uploads and updates



- Develop our database and processes to continually stay up-to-date with software and improve efficiencies
- Manage and represent the organization at recruitment events (VeloSwap, Bike to Work Day, Tour of the Moon, Denver Century Ride, etc.) in an effort to seek new opportunities for exposure, plan the outings, and manage volunteers, recruit new members and share membership information.
- Update and maintain membership/partnership and raffle pages on our website
- Update and maintain Bicycle Colorado's online event calendar
- Recruit and train membership volunteers
- Be available to work evenings and weekends as needed
- Ability to travel within Denver and Colorado as needed
- Ability to lift 40 pounds
- Assist with other programs as needed

Background and Skills Sought

- Contagious enthusiasm for our vision and mission and new member recruitment
- Experience in membership program management or fundraising
- Solid Customer Relationship Management database skills; Salesforce a plus
- Attention to detail with strong time management and organizational skills
- Excellent verbal and written communication skills
- Experience recruiting and managing volunteers
- Strong grasp of spreadsheets, mail merge, computer and printer hardware and software
- Bicycle Colorado uses Google apps, Gmail, Salesforce, EveryAction, WordPress, Jotform, Stamps.com, Canva and Square

Compensation

The starting annual salary for this position will fall between \$45,000-\$50,000, depending on the selected candidate's experience and expertise. Health insurance, vision, dental, major holidays, four weeks of vacation, and retirement plan match are included in the compensation package. Additionally, staff members who have worked for the organization for 5 years are eligible to participate in our sabbatical program.

COVID Specifics

Bicycle Colorado and the Denver Streets Partnership regularly contract with the City of Denver or are subcontractors to other leads on City of Denver projects. The City requires all contractor and subcontractor teams to have proof of vaccination. The selected candidate must provide proof of COVID-19 vaccination as a condition of employment.

Work Schedule

The ebb and flow of work requires some longer days or weeks, including some evenings and weekends for membership outreach and development events. Staff are encouraged to arrange their schedules to achieve an average of 40 hours per week over the course of a year.

Other

In response to COVID, our team has adopted a hybrid work model. Currently, we meet every Monday in person at our offices located in downtown Denver, which is easily accessible by transit and bike. The Membership Manager is typically in the office 2-3 days a week for printing letters, entering donations received via mail with volunteers, and mailing acknowledgment letters with volunteers. We anticipate keeping a hybrid work model, although specifics will be adjusted as needed. Indoor bicycle parking is provided.

Bicycle Colorado and the Denver Streets Partnership are dedicated to equal employment opportunities in any term, condition, or privilege of employment. Bicycle Colorado and the Denver Streets Partnership prohibit unlawful discrimination against applicants or employees based on race, color, national origin, ancestry, creed, religion, sex, age, disability, genetic information, veteran status, sexual orientation, marital status, gender identity or any other characteristic protected by state or local law.

How to Apply

Email resume and cover letter to jobs@bicyclecolorado.org with email subject line: First Name Last Name - Membership Manager. We also invite all applicants to complete this optional and anonymous survey to help us learn more about who is applying for positions on our team:

<https://bit.ly/BCDSPcandidates>

Application deadline

Sunday, January 30, 2022 at 11:59 p.m.

