



## **Position Description**

### **Communications and Marketing Manager**

#### **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 Communications team produces all external-facing content released by Bicycle Colorado and Denver Streets Partnership. This includes social media, emails, newsletters, website maintenance and additional communications. The Communications Team works with every department to support department-specific goals around revenue, member and community engagement, education of drivers and bicyclists, furthering and promoting policy goals, events and more.

This is a unique opportunity for a creative communicator to join our team and help shape the public-facing voice of Bicycle Colorado and the Denver Streets Partnership. The Communications and Marketing Manager will report directly to the Director of Marketing

and Communications and will be responsible for translating the organization's work into easy-to-understand graphics, email communications, social media posts, web content, marketing collateral and more. This individual will also be responsible for managing our Communications and Marketing Coordinator.

The Communications and Marketing Manager is expected to be a self-starter capable of developing and sharing content on their own while capturing the differing voices of Bicycle Colorado and the Denver Streets Partnership. They will work closely with the Communications and Marketing Coordinator and Director of Marketing and Communications to ensure consistent branding and voice across channels, to broaden awareness about our advocacy work, and to motivate people to engage in advocacy activities and financially support Bicycle Colorado and the Denver Streets Partnership.

Our team is highly collaborative. The Communications and Marketing Manager will work in partnership with other members of the Bicycle Colorado and Denver Streets Partnership team, particularly with teammates focused on membership, community engagement, policy, and education.

We encourage all applicants to learn more about our work at [bicyclecolorado.org](http://bicyclecolorado.org) and [www.denverstreetspartnership.org](http://www.denverstreetspartnership.org) and, specifically, to review our core values and commitments to diversity, equity and inclusion; as well as Bicycle Colorado's full [Strategic Plan](#) and the Denver Streets Partnership's [Strategic Framework](#) before applying.

### **Role-specific responsibilities**

- Work with Bicycle Colorado's Director of Marketing and Communications to craft and implement BC and DSP communications strategy.
- Lead and coordinate social media strategy and posts across Facebook, Twitter, Instagram, Strava and LinkedIn (and potentially other platforms) for both Bicycle Colorado and the Denver Streets Partnership in partnership with Communications and Marketing Coordinator
- Work with Marketing and Communications Coordinator to produce and coordinate external-facing content for both Bicycle Colorado and the Denver Streets Partnership, including newsletter for each organization, Ride Time News (annual report from Bicycle Colorado), blogs, digital and physical promotional assets (e.g. flyers, Eventbrite pages), published reports and website for each organization
- Hire and manage contractors to provide graphic design, videography, or other communications support as needed and as resources allow
- Work with all Bicycle Colorado and Denver Streets Partnership staff, including by:
  - Assisting with outreach via EveryAction to the bicycling and multimodal advocacy community to activate communication to legislators in support of our advocacy efforts
  - Assisting education team on marketing efforts to attract education program participants
  - Collaborating on membership and development drives, campaigns and appeals, including annual mailings and Colorado Gives Day communications
  - Ensuring consistent branding and messaging
- Manage Communications and Marketing Coordinator

- Track and manage fulfillment of all co-branded marketing agreements made with partners, including Event Members, Business Members and sponsors.
- Helping to make communications team's work more efficient by exploring and implementing new technologies/tools, including Trello and Slack
- Develop and manage a reporting system to track analytics and results of communications channels and strategies

### **Responsibilities shared with all Communications Team members**

- Assist in development of marketing and communications plan and communications team policies, including crisis communications policies.
- Participate in Bicycle Colorado and Denver Streets Partnership staff meetings
- Work with all team members to ensure accurate, representative, and compelling communications about all department activities
- Effective presentation of organization's mission and programs
- Contribute ideas, positive energy, and a collaborative spirit to the team
- Keep fingers on the pulse of bicycling and multimodal transportation news locally, nationally and internationally
- Participating in calls with relevant advisory boards or coalitions, including RIDE Advisory Board and Denver Streets Partnership Steering Committee
- Support our larger events in various capacities

### **Requirements of a successful candidate**

- At least one year of relevant previous experience in communications, marketing or a related field
- Ability to draft and edit professional written communications is a must, as is clear verbal communication
- Social media experience—particularly Facebook, Twitter and Instagram
- Proficiency with InDesign, Photoshop and Adobe Illustrator or similar programs—the ability to translate content into eye-catching, easily understood graphics or tables is important to this role
- Marketing and communications experience tied to revenue-generating activities
- Strong organization and multi-tasking skills
- Attention to detail and accuracy
- Ability to work well with others in a team atmosphere
- Willingness to take risks, reflect on performance, learn from mistakes and improve
- Adaptable to unforeseen circumstances and managing change

### **Additional desired characteristics and skills sought:**

- A passion for safe streets and interest in Denver and Colorado bicycling and multimodal transportation issues
- Bachelor's degree in communications, marketing, English or a related field
- Highly collaborative in nature and able to thrive in a team setting with cross-departmental interdependencies
- Ability to work independently to achieve milestones and goals on schedule
- Experience with managing teammates
- Proficiency with WordPress desired
- Basic photography and videography skills desired

- Understanding of Google analytics and other metrics tracking desired
- Knowledge of Customer Relationship Management systems, especially EveryAction and Salesforce, a plus
- Conversational Spanish a plus
- Conversational Vietnamese a plus

### **Compensation**

The starting annual salary for this position will fall between \$45,000-\$55,000, 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**

We prioritize the health of our team. Therefore, the selected candidate must provide proof of COVID-19 vaccination as a condition of employment.

### **Work Schedule**

The ebb and flow of work may require some longer days or weeks, including some evenings and weekends. Staff are encouraged to take comp time as needed to achieve an average of 40 hours per week over the course of a year.

### **Other**

Our team uses a hybrid work model. Currently, we meet every Monday in person; additional in person meetings are scheduled as needed. We may adjust our hybrid to best meet the needs of the team.

Our offices are located in downtown Denver, which is easily accessible by transit and bike. 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, 1-2 examples of previous marketing collateral you have worked on, and cover letter to [jobs@bicyclecolorado.org](mailto:jobs@bicyclecolorado.org) with email subject line: First Name Last Name - Communications and Marketing 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, September 18 at 11:59 p.m. We will begin reviewing candidates on Monday, September 19, 2022.**