



MARKETING & COMMUNICATIONS MANAGER JOB DESCRIPTION

The Bicycle Collective, a 501 (c) 3 non-profit organization, has an opening for a Marketing & Communications Manager. This is a full-time, exempt position and while located in Salt Lake City, will work with our four community shops throughout Utah in Ogden, Provo and St. George.

The mission of the Bicycle Collective is to promote cycling as an effective and sustainable form of transportation and recreation, and as a cornerstone of a cleaner, healthier and safer society. The Collective provides refurbished bicycles and education programs to the community focusing on children, newly resettled refugees and immigrants, individuals experiencing homelessness and low-to-moderate (LMI) households. At all of our locations, one can purchase, repair or donate a bike and/or parts and volunteer.

The Marketing & Communications Manager is responsible for the voice and tone of the Bicycle Collective and, working closely with the Executive Director, will help guide the strategy for communications, media, marketing, and public relations in order to clearly and consistently articulate the Collective's mission and impact.

The Marketing & Communications Manager's primary focus will be conceptualizing and executing ideas for effectively promoting the retail operations, program offerings, and community impact at each of the Bicycle Collective's four community bike shops. The manager will be responsible for updating and maintaining the Collective's website and apps, social media channels, email marketing campaigns, electronic newsletters, press releases, and video content production.

The secondary responsibility will be for improving a data collection process statewide to understand and communicate program impact, and developing and implementing the annual marketing plan for the Bicycle Collective.

Essential Duties and Responsibilities:

- Increase awareness of the Bicycle Collective as a place to buy, repair and donate a bike or volunteer
- Understand and analyze customer base
- Work on a statewide basis to coordinate the Collective's sales, pricing and product offerings to drive consistency, customer satisfaction and increase sales
- Collaborate with Executive Director and Shop Directors develop statewide marketing, advertising and public relation strategies that can be locally implemented to increase revenue.
- Work with Executive Director to improve and manage data tracking system statewide and implemented locally
- Work with ED and Volunteer Coordinators to create a solid tracking system to measure organizational outcomes that can be communicated to stakeholders
- Prepare, analyze and interpret data and outcome measurement reports quarterly
- Provide marketing support for location specific events
- Assist with events and programming needs as directed

QUALIFICATIONS, SKILLS & ABILITIES: REQUIRED

1. Bachelor's degree in communications, public relations, marketing, or a related field; and 3+ years work experience in marketing, design, communications, or PR
2. Proficiency with MS Office, Outlook, Excel, Word, PowerPoint, and Social Media Platforms; understanding and comfortable with updating and maintaining websites and databases; must be comfortable and able to learn new computer programs and databases. Specific proficiency in:
 - Adobe Photoshop. Working knowledge of rest of Adobe Creative Suite a plus.
 - Google Suite
 - Mail Chimp
 - Joomla
3. Excellent writing, research and analysis, editing and proofreading skills
4. Experience with analytic measurement of email and online marketing campaigns and distribution channels

5. Demonstrable understanding of and experience in traditional marketing and communications platforms, as well as new/social media
6. Strong verbal communication skills and ability to present to various audiences (public, board, staff, volunteers, donors etc.).
7. Ability to analyze, interpret, and report on organizational data
8. Enthusiastic, organized, detail-oriented; able to prioritize projects and meet deadlines.
9. Comfortable interacting in a positive, professional manner with diverse team members at all levels of the organization
10. Interest in learning and implementing marketing video production
11. Work is generally performed in a combination bike shop and retail space and office environment. Must sit for extended periods of time, walk up and down stairs, and be able to lift 25 lbs. and engage in set up/take down of event equipment, banners, and pop up tents, moving bicycles, loading/unloading vehicles, and maneuvering carts.

QUALIFICATIONS, SKILLS & ABILITIES: PREFERRED

1. Graphic design skills
2. Proficiency in producing, scripting, shooting, and editing short videos
3. Experience with still photography
4. An online portfolio, exhibiting clean visual design sensibilities.

DESIRED ATTRIBUTES:

Organizationally agile:

- o Manages multiple tasks and projects simultaneously, meets deadlines, and works well under pressure or changing circumstances
- o Ability to work independently/self-sufficiently to complete tasks and works well in small groups in various locations
- Maintains a positive attitude, demonstrates an extremely strong work ethic and desire to go above and beyond to get the job done
- Conceptual, creative and critical thinker with innovative ideas and excellent attention to detail

- Unquestionable integrity
- Detail-oriented and possesses a high level of pride in execution
- Good sense of humor
- Passion for cycling (in any or multiple forms) and having a meaningful impact
- Respect and empathy for others with diverse backgrounds and challenging situations.

Reports to: Executive Director

Location: Salt Lake City Bicycle Collective, 2312 S. West Temple, Salt Lake City, UT

Salary Range \$40,000-\$50,000 DOE plus health care benefits. This is a full-time/exempt position of 40 hours per week. Full-time benefits include: Medical coverage, paid holidays, and Personal Time Off (PTO).

To apply: Submit a captivating cover letter with your favorite ride and resume to jobs@bicyclecollective.org with the subject heading “Marketing Communications Manager”. Include one of the following writing or video samples: marketing newsletter, press release or content piece. The position is open until filled.

The Bicycle Collective is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.