



JOB TITLE: Education Programs Manager

COMPENSATION: \$38,000 - \$40,000

BENEFITS: Health insurance, 401K option, vacation, sick & personal leave

APPLICATION DEADLINE: May 12th, 2017

START DATE: June 12th, pending confirmation of funding

PURPOSE AND GENERAL DESCRIPTION

Through advocacy and education, the Bicycle Coalition of Greater Philadelphia (BCGP) leads the movement to make bicycling safe and fun for anyone who wants to ride in our region. Our 2030 vision is that anyone in Greater Philadelphia can enjoy a safe and fun bike ride on a network of connected Circuit Trails, bike lanes, and low-stress streets. Bicycling has become an easy option for transportation and recreation, connecting people to each other, their neighborhoods and the region. We believe that people from all racial and economic backgrounds should have access to safe, healthy and affordable transportation options in the communities where they live, work, learn, and play. Our team works every day to create a world-class bicycling city and region by becoming an organization and leading a movement that represents the diversity of the communities we serve.

The Education Programs Manager will primarily oversee and contribute toward the Better Bike Share Partnership (BBSP) contract with the City of Philadelphia. BBSP is a collaboration between the City of Philadelphia, Indego bikeshare, the National Association for Transportation Officials (NACTO), People for Bikes, and the Bicycle Coalition of Greater Philadelphia; BBSP's mission is to build equitable and replicable bike share systems across the country, with Philadelphia as a central location for testing and learning best practices. This initiative has been funded by grants from the JPB Foundation as well as the William Penn Foundation. The Education Programs Manager would continue the Coalition's work as part of BBSP, and lead BCGP's efforts in education and outreach as additional grant-funded initiatives emerge. The Education Programs Manager will serve as the central organizational resource for adult bicycle safety education and outreach, which will occasionally include education activities unrelated to a specific contract. This work demonstrates how the bicycle is a tool for transportation, increasing health, strengthening community, and connecting to green space.

Hiring for this position is contingent upon the receipt of grant funds for the continuation of Better Bike Share work. Confirmation for this funding is expected by early June, 2017.

REPORTING RELATIONSHIPS AND WORK ENVIRONMENT

The Education Programs Manager reports to the Deputy Director. This person will work closely with Bicycle Transit Systems staff (the company managing Indego bike share) and the Office of Transportation and Infrastructure Systems staff (oTIS), as well as BBSP Grant Manager at the Mayor's Fund for Philadelphia.



The Education Programs Manager will:

- Work out of the Bicycle Coalition of Greater Philadelphia office
- Work outdoors and on weekends and evenings, especially from April to October

DUTIES AND RESPONSIBILITIES: Bike Share Outreach Manager

- Implement an outreach program to increase awareness and use of bike sharing in low-income neighborhoods and communities of color including:
 - Organize, publicize and execute 1 public Learn to Ride class, 1 public Indego Street Skills class, and 1 public beginner ride per month from April-Oct.
 - Support the work of Indego Ambassador organizations, as appointed by the City of Philadelphia through scheduling and leading rides and classes
 - Distribute outreach materials to promote bike share in low income neighborhoods
 - Coordinate and staff outreach events (rides, classes, workshops, demonstrations) in BBSP priority neighborhoods, especially in conjunction with Indego pilot programs and key partners.
 - Collect surveys at all events and share survey results with BBSP partners.
- Uphold BCGP's commitment to racial and economic equity. The Better Bike Share Partnership's core mission is to create more equitable practices for bike share systems, and this is expanded to encompass equity in active transportation modes, access to green space, and community health.
- Manage a 2 – 4 person team of community liaisons, both for the BBSP contract, and potential new contracts. This includes scheduling and leading team meetings, conducting quarterly reviews with team members, ensuring execution of work plans and deliverables, and maintaining positive team morale.
- Work closely with both Bicycle Transit Systems / Indego staff and Office of Transportation and Infrastructure Systems to allow for consistency in messaging, synchronicity in outreach efforts, and authentic collaboration.
- Manage communication efforts for all adult education and outreach efforts, which includes coordination with BCGP's Communication Manager and BBSP partners, writing and delegating content, creating and adhering to a social media plan, and generating best practices for communication tactics based on the needs and habits of specific constituent groups.
- Oversee revisions of education materials and creation of new content, including the Ambassador toolkit, tip sheets, and more.



- Manage data input into Salesforce and complete bi-monthly and semi-annual BBSP reports for Grant Manager.
- Collaborate with other BCGP programs where appropriate to support BBSP outreach efforts.

ESSENTIAL QUALIFICATIONS

The candidate should have the following qualifications:

- At least 5 years of work experience and 2 years of management experience.
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status or sexual orientation.
- Ability to speak clearly and honestly about the effects of institutionalized income inequality and racism.
- Ability to be persistent, professional and creative when marketing and selling bike share.
- Ability to write and speak in a professional, friendly and accurate manner.
- Ability to stay calm and collected in challenging situations.
- Comfortable presenting information to and engaging large groups with humor and enthusiasm.
- Problem solving skills, creativity, flexibility and self-motivation.
- Passion for active modes of transportation and motivation to share that passion with others.
- A professional appearance and manner in the community and the office.
- Experience bicycling, walking or using public transportation in Philadelphia.
- Willingness to visit any Philadelphia neighborhood on foot, bicycle or by public transit.
- Commitment to following traffic safety laws and using all appropriate safety gear including helmets, reflective material, etc.
- Punctuality and good attendance.
- Proficiency with Microsoft Office applications.

DESIRABLE QUALIFICATIONS

We prefer candidates with these qualifications:

- College graduate.
- Previous non-profit or community organizing experience.
- Previous training in anti-racism, anti-oppression and implicit bias.
- Experience with *Salesforce* database.
- Familiarity with the city of Philadelphia and its layout.

APPLICATION INSTRUCTIONS



All interested candidates should send the following to search@bicyclecoalition.org by Friday May 12th:

- An up-to-date resume (no longer than 2 pages)
- A 1-page cover letter explaining why you are interested in working at BCGP and what makes you a good fit for the Education Programs Manager role. Be sure to relay your story, and not just your professional attributes.
- References will be requested as the hiring process moves forward.
- Email subject should read: “[last name] Education Programs Manager application”

We thank all applicants; we will contact only those selected for interview

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.