



JOB TITLE: Bilingual Bike Share Community Liaison

COMPENSATION: \$15/hour, 30 hours a week

APPLICATION DEADLINE: February 11th, 2019

JOB TYPE: Temporary

START DATE: April 15th, 2019

END DATE: October 31st, 2019

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.

The Bilingual Community Liaison is a seasonal position that supports the work of the Better Bike Share Partnership (BBSP) contract with the City of Philadelphia. The position will work specifically to engage bilingual/non-English speaking communities within the Indego bike share [service area](#).

The Better Bike Share Partnership is a collaboration between the City of Philadelphia, Indego bike share, 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. BBSP began in July 2014 through a grant from the JPB Foundation, and will continue its work through support from the William Penn Foundation, as well as a second round of funding from the JPB Foundation.

REPORTING RELATIONSHIPS AND WORK ENVIRONMENT

The Bilingual Community Liaison reports to the Community Engagement and Outreach Coordinator and will work with two other Community Liaisons. This person will work out of the Bicycle Coalition of Greater Philadelphia's office as well as spending time working outdoors and on weekends and evenings.

DUTIES AND RESPONSIBILITIES: Bilingual Bike Share Community Liaison

- Assist in implementing an outreach program to increase awareness and use of bike sharing in low income and bilingual/non-English speaking communities. This includes:



- Coordinating and staffing group rides, classes and events using bike share bikes, in priority neighborhoods.
- Teaching bicycle safety classes.
- Building relationships with neighborhood groups, non-profit organizations, and individuals to promote bike share by attending events and meetings.
- Promote events in order to increase attendance at Indego rides and classes. This includes:
 - Distributing outreach materials and flyers in a variety of ways to promote bike share in low-income neighborhoods.
 - Building relationships with community members and partners as well as helping to maintain the relationships that the Better Bike Share Partnership has developed.
- Working with the BCGP Community Engagement and Outreach Coordinator to share stories about the Better Bike Share Partnership.
- Assist with data entry and other administrative tasks.

ESSENTIAL QUALIFICATIONS

The candidate should have the following qualifications:

- Fluency in English and at least one of the following languages: Vietnamese, Khmer, Chinese/Mandarin, Indonesian, Spanish, or Arabic.
- A commitment to the Bicycle Coalition's mission: to make bicycling safe and fun for anyone who wants to ride in the Philadelphia region.
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status or sexual orientation.
- Ability to be persistent, professional and creative when marketing and promoting 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.
- A professional appearance and manner in the community and the office.
- Experience bicycling, walking or using public transportation in Philadelphia.
- Willingness to travel in any Philadelphia neighborhood via bicycle.
- 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:

- Existing relationships with Philadelphia's Vietnamese, Cambodian, Chinese, Indonesian, Arab or Latino communities.
- At least two years of previous work experience.
- Previous non-profit or community organizing experience.
- Familiarity with bike sharing systems.
- Event planning and promotion experience.
- Experience with *Salesforce* database.

HOW TO APPLY

All interested candidates should send the following to Search@bicyclecoalition.org by February 11th, 2019;

- 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 specifically for the Bilingual Bike Share Community Liaison role. Be sure to relay your story in addition to your professional attributes.
- References will be requested as the hiring process proceeds.
- Email subject should read: “[last name] Bilingual Bike Share Community Liaison application”

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

