



## **Bike & Build, Inc.**

[www.bikeandbuild.org](http://www.bikeandbuild.org)

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Position: Associate Director of Outreach and Communications

Reports to: Board of Directors

Bike & Build is a nonprofit that organizes cross-country and regional cycling trips for young adults to impact the affordable housing cause.

The Associate Director of Outreach and Communications (ADOC) will lead Bike & Build's rider recruitment strategy, manage external communications, and optimize engagement with the organization's many stakeholders. The ADOC is an important member on a small team, and will also be asked at times to assist in other areas of operations towards a group commitment to the mission of Bike & Build.

Bike & Build holds a flat structure staffing model. Our 3-staff member, shared leadership structure allows for collaboration and teamwork, alongside an elevated level of responsibility and decision making. While we work independently, we rely on each other for support, and work with the Board of Directors for oversight, direction, and feedback. The ADOC will collaborate with co-directors and the Board of Directors to develop strategic goals, partnerships, and strategies to best assist Bike & Build.

### **Duties:**

The following are specific job functions, yet each individual in the role has flexibility (in collaboration with the co-directors and the Board) to maximize personal strengths, talents and desires to mold this role in new directions to better accomplish our mission and strategic goals.

#### Rider Recruitment (50% effort)

- Plan, develop, implement, monitor, evaluate and report on strategies to recruit participants for trips and programs
- Work to diversify Bike & Build's ridership through intentional outreach and recruitment efforts among underrepresented groups
- Oversee Bike & Build's scholarship program and leverage this opportunity to engage young adults from low-income and historically marginalized communities.
- Build partnerships with educational institutions and youth development organizations to support rider recruitment

#### Communications and Marketing (25% effort)

- Create, develop, and implement the communications and marketing calendar and strategy, including collaborating with co-directors to support recruitment, programs, outreach, and fundraising goals.
- Create and manage content for communication outlets including Instagram, Facebook, newsletters, and Bike & Build's website

#### Stakeholder Engagement (25% effort)

- Plan, develop, implement, monitor, evaluate and report on strategies to engage alumni designed to perpetuate connection with Bike & Build, cultivate continued civic engagement,

and encourage involvement in Bike & Build projects and fundraising efforts. This includes planning and executing special events such as marathons, one-day rides, build days, and reunions.

- Collaborate with staff, Affordable Housing Committee, and Board in defining goals and objectives for affordable housing partners now and in the future.
- Assist with donation management, fundraising, and programming as needed.
- Execute policy decisions of the Board of Directors to meet long term goals.

#### **Required Qualifications:**

- Minimum of 2-3 years relevant experience in recruitment (especially for young adult programs), community engagement, nonprofit management, sales, development, and/or marketing.
- Passion for affordable housing, engaging young adults in service, and/or cycling
- Demonstrated leadership ability; capacity to work well with diverse constituents and in small teams
- Self-motivated, able to work independently
- Excellent written and verbal communication
- Demonstrated ability to delegate tasks, manage volunteers, and handle multiple time sensitive projects
- Lift 50 pounds

#### **Preferred Qualifications:**

- Familiarity with Bike & Build considered a plus
- Experience with Google Analytics, Google Ad Grants, digital marketing, graphic design, advertising
- Valid driver's license
- Experience or interest in nonprofit management and strategic planning
- Patience, flexibility, and a kickass attitude

#### **How to Apply:**

To apply, submit a cover letter and resume in one PDF to [hiringcommittee@bikeandbuild.org](mailto:hiringcommittee@bikeandbuild.org). Applications will be accepted until March 21st. We may request a professional writing sample from applicants during the interview process. The Associate Director of Outreach and Communications will ideally start in early May.

Salaries and benefits are competitive and people of color, immigrant, trans, and genderqueer people, and people with a personal connection to affordable housing are encouraged to apply.

**Salary & Benefits:** Range \$40,000 - \$50,000, commensurate with experience. Subsidized health insurance, generous time off, and remote abilities included. There is a performance-dependent opportunity for promotion to Director of Outreach and Communications at the discretion of the Board of Directors. The ADOC will have the opportunity to lead a paid, week-long alumni bicycle trip each year.

***This is a full-time, year-round position. Travel will be required throughout the year (approximately 10% travel annually), non-traditional work hours can be expected during spring and summer months especially, and there will be a total of 6 working weekends a year for special events.***