



Bike to Work Week Manager Job Description

Last updated December 4th, 2018



Join our amazing team!

At HUB Cycling our aim is to get more people cycling, more often. The Bike to Work Week Manager plays a critical role in getting more people on bikes in Metro Vancouver through the organization of spring and fall Bike to Work Week events, sponsorship and publicity.

Position summary:

Bike to Work Week is the largest of HUB's events. Over 18,000 people register in Metro Vancouver each year, logging their commutes, winning prizes, and making their community a better place to live, work and play. Thousands more will attend the public events including Launch and Wrap-up Parties, media engagement activities and over 100 motivational



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Celebration Stations where bike commuters can stop during their morning or afternoon commutes for free giveaways, refreshments, snacks, bike tuning and daily draws.

The Bike to Work Week Manager will be responsible for overseeing event planning and logistics for the spring and fall Bike to Work Weeks as well as related events like the Bike to Work Week Launch Parties and HUB Bike Awards. The Manager will solicit cash sponsorships and in-kind donations while building and stewarding relationships with various partners.

Primary responsibilities:

- Initiate, maintain and steward corporate and community sponsorships and partnerships
- Complete scheduling and oversee logistics for events
- Recruit, train and supervise a part-time event coordinator
- Recruit, train and supervise seasonal celebration station coordinators
- Oversee the design of engaging marketing and communications materials in conjunction with a graphic designer
- Manage and update content for the program website
- Oversee program budget
- Provide event reporting to external partners
- Engage in media interviews
- Ensure consistent event safety and risk mitigation measures are undertaken
- Increase program offerings, sponsorships and event participation rates
- Raise awareness of cycling as a viable commuter mode of transportation
- Liaise with other HUB Cycling staff as appropriate
- Assist with other programs and events, as needed

You are:

- A strategic and driven event manager who loves making the ask
- Highly organized and a master of details, deadlines and deliverables
- An engaging leader who is able to recruit, inspire and effectively manage teams of both seasonal staff and volunteers
- Skilled at delegating and prioritizing
- Friendly, professional, creative and able to multi-task
- Familiar with Metro Vancouver's geography, municipalities and business sectors
- Passionate about the role that bicycles can play in building happier, healthier and more connected communities



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You excel at:

- Developing and stewarding strong relationships with sponsors, business and community partners
- Planning and executing all details of large-scale events that are fun, exciting, relevant and on-budget
- Website management, newsletter content creation and social media
- Motivating staff, stakeholders and volunteers
- Managing data, maintaining basic statistics and producing engaging reports

Qualifications:

- Proven experience in securing funding, sponsorships, in-kind donations and/or grants
- Event planning and managerial experience
- Must work well with deadlines, details and deliverables
- Creative self-starter, able to take initiative and deliver on time
- Able to lead and motivate a team
- Proven verbal and written communication skills, with ability to write persuasively
- Flexibility, interpersonal skills, and enthusiasm are key to success in this position
- Familiarity with social media platforms
- Familiarity with newsletter and website content management
- Experience with Microsoft Office, Google G-Suite, or similar productivity suites
- Valid driver's license and eligibility to drive Modo carshare vehicles
- Love of cycling

You thrive in...

- An energetic atmosphere surrounded by people who are passionate about building better cities
- A flexible work environment where you are able to work independently or as part of a team, take initiative, and turn your ideas into reality

Perks:

- Flexible hours and work location
- Opportunity for a 30 or 35 hour work week (depending on your preference)
- Friendly and supportive co-workers
- Competitive health and dental benefits
- A great office environment with regular wellness activities (and secure bike parking)
- Getting paid to organize bike events!



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How to apply:

Please send a cover letter and resume (**in one pdf document**) to jobs@bikehub.ca with '**Bike to Work Week Manager**' as the subject line. Please ensure the file name follows the convention '**BTWWManager_Firstname_Lastname.pdf**'

- Please include your availability for a 15-30 min. phone interview on December 11th or December 12th
- Please include your hourly salary expectation - and if you have a preference for a 30 or 35 hour work week
- Please include a list of events managed
- Please include a list of sponsorship amounts (ie: in-kind and/or cash amounts you have raised)
- Please indicate that you have a driver's license
- Please attach a professional writing sample. This could include a report, sponsorship proposal, blog post, media release, detailed follow-up email, etc.

Deadline:

The deadline to apply is Sunday, December 9th at midnight. However, **we will continue to accept applications until the position is filled.**

Due to the high number of applicants, please note that only those selected for next steps will be contacted.