



Director of Communications

HUB Cycling is a charitable non-profit, helping more people cycle more often, through education, action and events. More cycling makes our communities healthier, happier and more connected.

HUB Cycling provides cycling education to kids in schools across Metro Vancouver, motivates tens of thousands of people to bike to work and school, and helps businesses realize the benefits of being bike friendly.

HUB Cycling also works with local and regional governments to encourage greater investment in and support for cycling through infrastructure development and education. Eleven volunteer-based HUB Cycling committees support the mission in communities across Metro Vancouver.

For more information, visit www.bikehub.ca.

Role overview

This role leads HUB Cycling's work to improve cycling conditions in Metro Vancouver via internal and external communications, campaign management, and marketing activities. Leveraging the power of volunteers is a key responsibility of this role, as well as providing support to our local committee volunteers, and implementing strategic action and membership campaigns. This position affects positive change and strengthens the voice for better cycling region-wide.

You are:

- A strategic and motivated leader
- Skilled at telling a convincing and clear story about the value of cycling and the value of our work
- Adept in developing successful campaigns and working with diverse groups and interests including volunteers, and government staff and officials
- A problem-solver that can balance internal objectives and external pressures/limitations
- An exceptional time manager with a keen sense for prioritizing and when to say No
- Experienced in coaching people and project management, drawing out the best in others and their work
- Comfortable with developing basic creative, design and using graphics software
- Experienced with social media platforms
- Passionate and knowledgeable about cycling for transportation

Objectives of the role

- Build capacity of HUB Cycling's 10 volunteer-based local committees, and the Regional Advisory Committee (40% of time)
 - Increase meeting attendance and committee role fulfillment
 - Develop committee member skills to affect change and manage projects/relationships
 - Coach committees to realize their full potential to activate positive change
 - Maintain HUB Cycling's inventory of identified gaps in the cycling network and the corresponding map, as well as supporting committee members to input their own gaps
 - Keep public facing information up to date regarding local committee meetings, documentation
 - Support local committee marketing needs
 - Monitor and evaluate progress and health of committees
- Manage public and decision-maker-focused campaigns that make biking better in Metro Vancouver (i.e. UnGapTheMap, End Bike Theft, Raise Your Bike IQ, etc), including managing volunteer and paid staff who work on these programs (at least 25% of DC time)



- Achieve and track progress on campaigns
- Develop plans and materials for campaigns
- Engage local and regional stakeholder organizations on campaign objectives and collaboration
- Support volunteers to augment campaign efforts
- Ensure the development of an annual Action Plan outlining HUB's infrastructure and policy objectives for the year
- Oversee the Membership Manager to increase HUB's membership base and revenues
- Bring more people to the HUB Cycling website and social media pages/posts
- Maintain and grow HUB Cycling's positive reputation and brand in the community
- Minimize IT challenges with the website and CRM
- Support the Executive Director and program managers to achieve media coverage of cycling issues, programs and HUB priorities
- Represent HUB Cycling in media interviews
- Ensure the monthly e-newsletter has positive impact and informational value

Skills and Experience:

- A highly organized initiator, able to deliver on time
- A minimum of three years experience with a successful track record in marketing
- Success leading campaigns that activate desired decision making and changes
- Experience and basic proficiency with graphics tools including Adobe Creative Suite
- Highly effective interpersonal skills and collaborative team player. Able to establish and maintain positive working relationships, both internally and externally
- Proven verbal and written communication skills, with ability to write clearly and persuasively
- Experience with social media marketing and/or marketing communications and plans
- Experience with maintaining websites and blogs
- Experience working on membership and/or behaviour change campaigns is an asset
- Strong manager with proven, effective methods of engaging and guiding employees and volunteers. Minimum of three years people management experience.

Terms

This employee position is 35 hours/week. The salary range is \$54,600 - \$60,000 based on relevant skills and experience. Health and dental benefits are provided along with 3 weeks of paid vacation per year. There is occasional evening and weekend work. The successful candidate will work from the HUB Cycling office in Vancouver and must have access to their own cell phone for work purposes.

How to apply

Submit your resume, cover letter and a short writing/design sample as a single PDF document to jobs@bikehub.ca, by Thursday July 6th at 9pm.

Please ensure the filename follows the convention "DC17_firstname_lastname.pdf".

Thank you for your interest in HUB Cycling!