



Your **Cycling** Connection

## Event and Sponsorship Manager – Bike to Work Week – Job Description

### Join the revolution!

You are:

- A strategic and driven event and sponsor manager who loves making the ask, meeting deadlines, details and deliverables.
- Passionate about people-powered transportation.

You excel at:

- developing and maintaining strong relationships with sponsors, business and community partners
- planning and executing large-scale events and promotional campaigns that are fun, exciting and relevant
- overseeing website management and social media
- motivating staff and clients
- managing data, maintaining basic statistics, staying on budget and producing engaging reports.

We are HUB: Your Cycling Connection, a charitable organization making cycling better through education, action and events. More cycling means healthier, happier, more connected communities. We're leading the way in making cycling an attractive choice for everyone and we want you to join us.

### Full description:

The Bike to Work (BTW) program is aimed at increasing commuter cycling in Metro Vancouver, through high profile events like Bike to Work Weeks in spring and fall that celebrate and encourage cycling.

Bike to Work Week is based around workplace teams whose members log their bike commutes on HUB's innovative Bike to Work website, recording distance covered and greenhouse gas saved, amongst other statistics. Prizes and workplace awards are motivational components.

These events also feature numerous *celebration stations* set up during morning and afternoon commuting hours at key locations throughout the cycling route network for all passing cyclists. They offer coffee and snacks to commuters, provide cycling maps and information, and have mechanics from local bike shops on hand to tune up commuters' bikes.

Although focused on two weeks in spring and fall, planning for the Bike to Work Weeks begins months before each event and follow-up continues for some time after the event. This will also include collaboration with other managers working on bike friendly business initiatives, awards and workplace cycling workshops.

Under the direction of the Director of Programs, the Event and Sponsorship Manager will be responsible for running the Bike to Work program, including planning and strategic development, and building relationships with various stakeholders. See Bike to Work on [bikehub.ca](http://bikehub.ca) for more details and links to our commute tracker and interactive tools.

**Responsibilities:**

- Develop governmental, corporate and community sponsorships and partnerships
- Oversee coordinator to complete program logistics and schedule
- Recruit and supervise program sub-contractors for program deliverables including program and event coordinators and publicist.
- Liaise with volunteer manager to recruit and train volunteers
- Increase program offerings and event participation rates
- Work with marketing and communications coordinator on program promotions and the development of program-specific marketing materials
- Generate and manage content for the program website, manage development of the website and online tools to meet participation increase targets
- Raise awareness of cycling as a viable commuter mode of transportation
- Liaise with director on program budget management
- Report monthly to Director of Programs and Executive Director. Event reporting to external partners.

**Qualifications:**

- Proven experience in securing funding, sponsorships and/or grants required
- Event planning and managerial experience required
- Must love deadlines, details and deliverables
- 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 clearly and persuasively
- Flexibility, interpersonal skills, and enthusiasm are key to success in this position
- Valid driver's license preferred
- Familiarity with website management and social media required
- Experience working with non-profit organizations preferred
- Familiarity with HUB and its programs preferred
- Love of cycling for transportation preferred

**Terms:**

Hours will vary according to program needs, from 24-40 hours a week, with an average of 30 hrs/week. Hourly rate: \$23 - 25/hr, commensurate with skills and experience. Ideal start date: Aug 2013. Applicant must have access to their own computer and cell phone for work purposes. A medical and dental benefits package is included.

**How to apply:**

Please forward one document that includes a cover letter and resume and a relevant professional writing sample to [jobs@bikehub.ca](mailto:jobs@bikehub.ca) in PDF or Word format, with file name format BTWPM\_firstname\_lastname.pdf or .doc. Applications due by 9PM, Sunday July 14th, 2013.