



Your Cycling Connection

604.558.2002  
info@bikehub.ca  
bikehub.ca



## We're Hiring a Marketing and Events Manager

HUB Cycling's aim is to get more people cycling, more often because when more people bike for transportation, communities become happier, healthier and more sustainable. The charitable non-profit uses education, action and events to achieve this mission.

The Marketing and Events Manager will play a critical role in getting more people cycling more often in Metro Vancouver through the organization of HUB Cycling's 20th Anniversary events and publicity in summer and fall 2018. The Marketing and Events Manager will build and steward relationships with various stakeholders and supervise two Event Coordinators. These roles have been made possible through the support of the Job Creation Partnership Program.

### You are:

- A strategic and driven event manager
- Highly organized and a master of details, deadlines and deliverables
- An engaging leader who is able to effectively manage, train and mentor staff
- Friendly, professional, creative and able to multi-task
- Passionate about creating engaging marketing materials and campaigns
- Passionate about the role that bicycles can play in building happier, healthier and more connected communities

### You excel at:

- Developing and stewarding strong relationships with community partners
- Planning and executing all details of large-scale events that are fun, exciting, relevant and on-budget
- Overseeing social media including Twitter, Facebook, Instagram and LinkedIn
- Writing compelling articles
- Motivating staff, stakeholders and volunteers
- Understanding and completing all event-related processes including financial management and regular reporting

### Responsibilities:

- Supervise, train and mentor two Event Coordinators from the Job Creation Partnership Program
- Provide ongoing event management training to Job Creation Partnership Program Participants
- Oversee management of logistics and activities for two large 20th Anniversary events
- Oversee the design of engaging marketing materials
- Oversee the continuation of the #20ReasonsToBike marketing campaign
- Generate and manage content for social media, the website and other media outlets
- Oversee program budget management and regular reporting to the Province and other partners
- Steward community sponsorships and partnerships
- Ensure consistent event safety and risk mitigation measures are undertaken
- Liaise with other HUB Cycling staff on 20th Anniversary campaigns, as appropriate
- Raise awareness of cycling as a viable, convenient and enjoyable mode of transportation
- Oversee other related initiatives, as needed

**Qualifications:**

- Event planning and managerial experience required
- 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 clearly and persuasively
- Flexibility, interpersonal skills, and enthusiasm are key to success in this position
- Familiarity with website content management and social media required
- Familiarity with HUB Cycling and its programs preferred
- Love of cycling for transportation preferred

**Compensation:**

This is a temporary full-time 26-week position. The salary for the 26 weeks is \$27,300. HUB Cycling offers a flexible and supportive work environment.

**Application Details:**

To apply, please send a cover letter & CV in a single PDF document to [jobs@bikehub.ca](mailto:jobs@bikehub.ca) with 'Marketing and Events Manager' in the subject line. Please name the document `firstname_lastname_MEM.pdf` and please include the following information in your application:

- List of events managed
- A persuasive professional writing sample. This could include a report, sponsorship proposal, blog post, media release, detailed follow-up email, etc.
- Your availability for a short phone interview on Friday, May 18th. Applications are due on Wednesday May 16th at midnight (but applications will be accepted until the position is filled). Due to the high number of applicants, please note that only those selected for next steps will be contacted.

Funding for this role was made possible through the support of the Job Creation Partnership Program.

The logo for Canada, featuring the word "Canada" in a serif font with a small Canadian flag to its right.

The Employment Program of British Columbia is funded by the Government of Canada and the Province of British Columbia.