



## Marketing Coordinator

HUB Cycling is a quickly growing non-profit looking for a Marketing Coordinator. This is a great opportunity for a person with a creative mind-set, and the chance to play an important role in a growing organization. With the increased interest and participation in cycling, HUB is reaching further into the mainstream community with our education, action and events programming.

HUB Cycling is committed to creating a welcoming, inclusive workplace and to working with people and communities to help them thrive and prosper. Diversity is integral to this commitment. Our diversity allows us to better understand, connect to, and respond to the needs of our members and communities. HUB Cycling encourages women, Indigenous people, people of colour, and LGBTQIA and individuals from other diverse communities to apply.

### Responsibilities:

Reporting to the Director of Communications, this position will be responsible for the creation of marketing campaigns, the management of digital assets (web, newsletter and social) and acting as a voice of HUB Cycling through the writing of various web and social media channels.

The successful candidate will be creative, with strong writing skills and an interest in cycling advocacy.

Responsibilities will include:

- Digital and print marketing and overall branding
- Assist with the segmentation and development of our mailing lists
- Assist with social media management including channel growth, content creation and Facebook advertising.
- Track and evaluate progress through Google Analytics and other methods for regular reporting on website performance
- Assist with optimizing (SEO-rich) web copy and providing necessary updates on bikehub.ca
- Help Program Managers in the planning, promotion, and execution of events
- Work with the Membership Manager and Giving Manager to develop and implement their marketing campaigns
- Other tasks as identified by the Director of Communications

### You are:

- A highly organized self-starter, able to take initiative and deliver on time
- Successful in past similar marketing experiences
- Proficient with graphics tools including Adobe Creative Suite
- Highly effective interpersonally and a collaborative team player. Able to establish and maintain positive working relationships, both internally and externally
- Excellent with verbal and written communication skills, with the ability to write clearly and persuasively
- Experienced with social media marketing and marketing communications
- Experienced with maintaining websites and blogs
- Experienced with the Google suite of tools including Drive, Calendar, Analytics, Forms

**Bonus points for:**

- Experience working on membership and/or behaviour change campaigns
- Passion for people-powered transportation including 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
- Friendly and supportive co-workers
- Competitive health and dental benefits
- Getting paid to promote cycling!

**To Apply**

Please send a cover letter, resume, and example of your marketing work (**in one pdf document**) to [jobs@bikehub.ca](mailto:jobs@bikehub.ca) with '**Marketing Coordinator**' as the subject line. Please ensure the file name follows the convention '**MC19\_Firstname\_Lastname.pdf**'

Please include your availability for a 15-30 minute phone interview on June 5th or 6th

**Deadline to Apply:** Sunday, June 2 at 9pm

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

**Hourly Rate:** \$21-23 per hour, commensurate with experience. Applicants may include their salary expectation in the applications.

**Hours:** 24 hours/week