

## Bicycle Alliance of Minnesota Communications Manager Position Description

**Position Title:** Communications Manager

**Status:** Full time, salaried

**Reports To:** Executive Director

**Member Of:** Operations Team

**Supervises:** Communications Interns

**Posted:**

**Application Deadline:** *Applications will be accepted until the position is filled.*

**Expected Start Date:** January 1, 2025

**Location:** Flexible: Minnesota based with the capacity to work in the BikeMN office in the Twin Cities Metro Area (South Minneapolis) two to four times a month.

**Hours:** Flexible - 36 hour work week. Will involve some evenings and weekends, including events, some travel, meetings, and ongoing media involvement.

**Salary:** \$51,000 annually

**Benefits:** Flexible schedule, health, dental, disability and life insurance, paid vacation, sick time and holidays, and a stipend for mobile phone and home internet. Contribution to IRA upon completion of probation period.

**Additional Note:** In the interest of full disclosure; the Bicycle Alliance of Minnesota has an internal candidate for this position. As part of our commitment to equity we are opening this position to all interested parties and will interview selected candidates without a presupposed outcome.

### WHO WE ARE + WHAT WE DO

The Bicycle Alliance of Minnesota (BikeMN) established in 2008 is a leading statewide non-profit promoting and advocating for active transportation with a passionate team of 10 full-time equivalent staff. BikeMN is supported annually by thousands of supporters from more than 200 communities around the state, businesses large and small, foundations, and contracts with state, regional, and local government. BikeMN maintains and supports a strong statewide network of over 1000 local advocates and educators.

**Mission:** The Bicycle Alliance of Minnesota engages people, provides education, and advocates for biking and walking.

**Vision:** We envision a Minnesota where every person everywhere can easily walk, bike, and roll as ways to move in daily life.

BikeMN uses a systems change approach that values every person having access to safe active transportation options (mobility). We believe in mobility that puts human life and health first. Headquartered In Minneapolis, our staff and board of directors live throughout Minnesota. Learn more at [bikemn.org](http://bikemn.org).

Our culture is one of justice, passion, fun, and flexible, resourceful work. BikeMN is deeply committed to anti-racism, inclusion, and equity in our programming and workplace. As we grow, we are intentionally building a team that reflects the ethnic, racial, and cultural diversity of people who walk, bike, and roll in Minnesota. BikeMN encourages individuals who are black, indigenous, and people of color, (BIPOC) to apply.

### Our Big Vision

- All people experience safety: traffic safety, freedom from community violence, enforcement strategies that are equitable and support walking, biking, and rolling.

- Building a culture that values walking, bicycling, rolling, and riding transit rather than defaulting to cars.
- People of color, especially Black and Indigenous communities, have access to vital/active daily movement.
- BIPOC communities have the tools, voice, and support to advocate for better bike and walk policies and infrastructure.
- Rural, urban, and suburban communities thrive due to connected routes that support all ages and abilities.
- Biking and walking are a critical climate mitigation strategy to sustain a healthy planet and community.

### **HOW YOU'D FIT IN + STAND OUT**

BikeMN is seeking an independent, collaborative, responsible, and excited team member who is interested in supporting BikeMN's events, advocacy, and education through communications platforms. A great fit would be someone with connections to the larger Minnesota bicycling community spaces online and IRL in one or more areas; recreation, commuting, racing (road, gravel and MTB), and advocacy (infrastructure, policy, education). An ideal candidate would leverage these connections, and forge new ones, to strengthen community relationships, and BikeMN name recognition and reputation. In this role, you will ensure that BikeMN is building/supporting a statewide network, brand, and reputation that elevates our vision, mission, and guiding principles.

This position offers room for both innovation and growth. As part of the BikeMN operations team, you'll work closely with the Operations and Supporter Relations Manager to encourage supporters to become donors/members of the organization and put on attractive events (large rides, fundraisers, etc) to engage with the public at large. Additionally, this position may be responsible for supervising social media interns. The primary responsibilities are as follows:

#### **Program Delivery:**

- Contribute to and implement a comprehensive communication strategy using an extensive list of available communication channels including print advertising, BikeMN website, email blasts, tabling handouts (white papers), Shift - the BikeMN semi-annual newsletter, social media, and advocacy, education, and leadership networks.
- Work collaboratively with staff, board members, and partners to create engaging communications and promotional materials for all BikeMN programs.
- Use available analytics to determine the most successful tactics and build on success.
- Work with the Advocacy Committee chair and Executive Director to develop talking points, tip sheets and advocacy briefs for BikeMN's statewide and local advocacy networks.
- Manage communications and marketing, in coordination with event/ride directors.
- Assist the Operations and Supporter Relations Manager and Office Manager with the design and development of new membership/donor programs and related materials.

#### **Management + Leadership:**

- Oversee and support social media interns by delegating tasks and offering guidance.
- Work closely with the BikeMN executive management team, other staff, board, committees, and partners to plan and execute BikeMN's advocacy and education initiatives at the local, state, regional and national levels.
- Participate in the BikeMN Board's Communications Subcommittee

**Ready to Lead + Have Skills Needed** – BikeMN is a relatively small organization. In addition to the approximately 10 FTEs (which includes contract ride directors and a lobbyist), this position will

work with the BikeMN board of directors of about 15, several community-based chapters around the state, and many partners and funders. The job requires proficiency in Microsoft Office, Asana, Adobe Suite, social media platforms, and Google Suite and may have/use other communications skills like video production, other design software, and other tools of the trade. CRM experience, proficiency with a second language, education, policy, and legislative knowledge are also desirable. BikeMN is looking for someone who is:

**Out-going**—and excited to be a constant cheerleader for BikeMN, micro mobility, active transportation, safe routes to school, sustainable communities, the environment, public health, and mobility justice.

**Personable**—Comfortable communicating virtually, by phone, and/or by email for most of your workday and with the hybrid nature of statewide work but still very comfortable with occasional travel to in-person meetings throughout the state.

**Curious** – You enjoy learning about BikeMN’s vision including mode sharing and mobility justice, and aren’t afraid to ask questions when needed.

**Creative Problem Solver**—You should be a critical thinker and enjoy being tasked with working towards creative solutions, pathways, and avenues that can deliver “yes, and…” when possible. You’re a fit if you enjoy doing the detailed work often necessary to get to a creative solution.

**Relational**—To be successful in this role, you will be motivated by and enjoy developing meaningful professional relationships with each member of the team and BikeMN chapter leaders, contract ride directors, elected leaders and many other external program partners from throughout the state. You need to be able to “speak bike” and “speak pedestrian” so supporters know you’re on their side.

**Diplomatic**—You must be able to balance competing priorities and requests without compromising our organizational integrity.

**Mindful**—An ability to find the interdependencies in each activity and plan accordingly is essential. As a small organization our needs and capacities can change quickly, and the ability to adapt and prioritize is essential. You’ll need to be able to help keep our communications plans focused to avoid “scope creep”, and connect with partner organizations who are doing complementary work.

**Collaborative**—Our success is based on what we do together; we need someone who enjoys working with internal and external teams and individually to achieve deadlines and goals.

## **WORK ENVIRONMENT**

BikeMN’s headquarters in Minneapolis, Minnesota. BikeMN has a hybrid work environment and work location and requirements vary by role and task. For remote work, our staff may work anywhere where they can get access to phone and internet and are available for calls and work time during normal Central Time (Minnesota) business hours and occasional weekends and evenings. This position will be able to work remotely but will have task responsibilities that will require daily interaction with staff and partners, in-person time at the office at least twice a month, and occasional travel.

## **BIKEMN’S COMMITMENT TO ANTI-RACISM + RECRUITING**

In the past, we’ve used equity and inclusion language to express our social justice values and our intention to build a team that reflects the racial diversity of the people across Minnesota. Like many organizations, we’ve recognized how passive and ineffective this has been at overcoming the effects of systemic racism that have impacted the workforce and our culture for generations. Many things need to change, including the dialogue we have with job seekers.

**To that end, we share the following: As we grow, our commitment is to intentionally build a team that reflects the ethnic, racial, and cultural diversity of the communities we serve, knowing that negative health and environmental impacts disproportionately affect**

**persons of color. This means setting a goal of increasing the Black, Indigenous, and People of Color (BIPOC) and other underrepresented groups on our team by seeking individuals who identify as a part of BIPOC and 2SLGBTQIA+ (i.e. Two Spirit, lesbian, gay, bisexual, transgender, queer, intersex, asexual) communities to apply.**

We believe that these life experiences and perspectives are critical to advancing our vision that every person, regardless of background or ability, can walk, bike, or roll as a part of their daily life. In an increasingly divided and climate-changing world, this work is more important than ever.

Our current team demographics can be found [at this link](#) (based on full-time staff and Board). Our people may have checked more than one category since their identities may fall into multiple categories.

#### APPLYING FOR THE POSITION:

Fill out this [online form](#).

Qualified applicants will receive a reply within five business days to schedule a conversation. Position open until filled. Start date January 1st 2025.

**Non-Discrimination:** BikeMN will not discriminate against or harass any employee or applicant for employment because of race, sex, gender identity, religion, national origin, age, marital status, disability, pregnancy, veteran status, citizenship, genetic information (including family medical history) or any other characteristic protected by federal, state or local law.

#### **Working Conditions:**

BikeMN will supply, laptop computer, software, printer, file cabinet, office supplies as needed and a modest stipend (currently up to \$115/mo.) for use of a mobile phone and home internet connection. When working from home an employee will be expected to provide a workspace, and a home internet connection. Traveling twice a month to meetings at the BikeMN office and traveling at least quarterly statewide will be required. This position may work from home but may also report to the Minneapolis office as determined with the Deputy Director.