



Position: Director of Marketing and Community Relations
Location: Pittsburgh, PA
Reports to: Executive Director
Deadline: Open until filled
Compensation: Salary dependent on experience and qualifications, excellent benefits

Pittsburgh Bike Share seeks a highly motivated professional who is passionate about bike-sharing and its potential to positively shape urban landscapes and reduce barriers to mobility.

The Director of Marketing and Community Outreach will lead our marketing, educational, and outreach efforts. Responsibilities include building awareness of the program, developing strategic partnerships, engaging the community through events and social media, developing strategies to increase ridership, and identifying and cultivating opportunities to increase funding.

Responsibilities of this position include but are not limited to the following:

Marketing & Communications

- Develop a strategic marketing and community outreach plan to raise awareness about the bike-share program and increase ridership
- Manage the our social media presence
- Create content for promotional emails
- Develop promotional materials for events and outreach initiatives
- Research, develop, and continually refine our funding and community-relations goals
- Implement a focused and effective community-relations strategy

Partner Relations

In collaboration with the Executive Director

- Identify and cultivate corporate prospects
- Plan and pursue strategies to secure financial support for the program
- Build enduring relationships with corporate and foundation partners through stewardship and grant reports, recognition events, and other activities and communications
- Identify opportunities to collaborate with other organizations to raise awareness of the bike-share program and promote cycling as a healthy transportation alternative
- Plan and direct community events and community outreach initiatives

Operations

- Analyze campaign performance (e.g., promotions, press releases, social media)
- Develop and manage marketing budget
- Manage relationships with and provide direction to independent contractors and vendors for the production of marketing materials

REQUIREMENTS

- A love of bicycles
- Superior writing and editing skills
- Exceptional attention to detail
- Excellent project management skills
- A passion for finding creative ways to promote ideas to different demographic groups
- Experience in building and managing a social media presence
- Experience with email campaigns
- The ability and desire to communicate effectively with people of all ages, abilities, cultures, economic status, and sexual orientation

PREFERRED

- A strong understanding of the bike-share industry
- Development experience including securing corporate sponsorships, grant writing and reporting, event planning, and online fundraising
- Experience developing and executing social media and email outreach campaigns
- Experience facilitating public processes and collaborating with public entities and nonprofit organizations
- Experience in budget development and reporting
- Website management experience

COMPENSATION

The Director of Marketing and Community Outreach is a full-time position based in our office in Pittsburgh, PA. Pittsburgh Bike Share provides excellent benefits including health, dental, and vision insurance, 401k, and generous paid-time off. Salary is dependent upon experience and qualification.

TO APPLY

Please submit a cover letter and resume to Bart Yavorosky, Executive Director at bart@pghbikeshare.org.