



POSITION DESCRIPTION

Marketing & Outreach Manager, Bike Miami Valley

The Organization: Located in Dayton, Ohio, Bike Miami Valley (BMV) advocates, promotes, and creates opportunities for all forms of bicycling in the Miami Valley. One of BMV's core programs is Link: Dayton Bike Share, which serves more than 3,500 unique users annually. Link creates opportunities for people to ride whether for recreation or transportation in Greater Downtown Dayton. Link is a hub based, lock-to bike sharing system. Users can checkout and return bikes to any of the 37 hubs outlined in the system map of the Link Dayton app. BMV is seeking a Marketing and Outreach Manager to engage new and old Link users to take trips and grow ridership. The position also engages with Bike Miami Valley's general membership base. Learn more about the organization here: <http://www.bikemiamivalley.org> and <http://www.linkdayton.org>.

Position Description: Reporting to the Executive Director, the Marketing and Outreach Manager is responsible for customer relations and messaging for the Link: Dayton Bike Share system. The Marketing and Outreach Manager will also assist the Executive Director in executing sponsorship benefits on the bikes and system hubs. We seek a highly-motivated, goal-oriented candidate with excellent leadership skills. The successful candidate demonstrates clear and effective communication skills, organizational skills and comfort in outreach efforts.

Major Responsibilities:

- Establishes, develops, and maintains relationships with current and prospective customers for Link Dayton Bike Share
 - Makes phone calls, email campaigns and in-person presentations to existing and prospective customers
 - Manages a customer database to track new, returning, and expired members
 - Research sources for developing prospective customers and for information to determine their potential
 - Coordinates on-site membership sales events with local employers, Link ambassadors and educational institutions
 - Organizes group bike rides to introduce potential customers to the system
 - Troubleshoots customer issues and tracks customer tickets to ensure the issue is resolved by appropriate staff
 - Manages annual ridership contests to engage customers
- Develops and implements the marketing campaign for the Link program, including social media outreach, website updates, newsletters, targeted programs to include universities and major employers and hotels,
- Writes copy for bike share marketing materials and coordinates development of marketing collateral with contracted graphic designer(s)
- Manages and sticks to a specified marketing budget
- Manages Bike Miami Valley membership program



Week to Week Responsibilities:

- Identify, report, and resolve, if possible, all app malfunctions and/or problems
- Answering customer service calls, identifying relevant issues, and addressing to satisfactory outcome
- Respond to emails concerning customer service and billing issues
- Membership recruitment, fulfillment and renewal management
- Compilation of customer data reports
- Attend and help promote Link Dayton Bike Share at events
- On occasion, help with rebalancing of the system and inspecting bicycles during busy periods

Desired Qualifications:

- Enthusiastic about bicycling as a form of transportation and recreation
- Knowledge and understanding of bike sharing
- Demonstrated skills in project management
- Excellent written and verbal communication skills
- Experience in the development and implementation of marketing campaigns
- Proficient in the use of social media for marketing
- Detail oriented self-starter who can work well independently and with teams
- Experience with nonprofit databases and running a successful membership campaigns a plus
- Comfort riding in a urban environment and leading group rides
- Proficient with Microsoft Office and ability to make basic website content changes

Education: The successful candidate has a Bachelor's degree in the fields of business, marketing, public or business administration, nonprofit management, urban planning, or related. Minimum 3 years experience related to the major responsibilities outlined above. We are looking for someone who has demonstrated comfort and effectiveness executing marketing campaigns.

Location: The selected candidate must be located in the Miami Valley Region. Relocation assistance is not provided.

Compensation: The Bike Miami Valley Marketing and Outreach Manager is a full-time time, salaried position. Salary is \$40,000 - \$50,000 depending upon years of experience and qualifications.

How to Apply: Qualified candidates please email cover letters and resumes to: contact@bikemiamivalley.org

Laura Estandia, Executive Director
Bike Miami Valley
929 South Perry St.
Dayton, OH 45402

Application deadline: Open until filled.