



more, better & safer bicycling

JOB DESCRIPTION:

Title: Communications and Advocacy Manager

Reports to Executive Director

Status: F/T salaried exempt

Salary: commensurate with experience \$35,000-\$50,000 with benefits

About Bike Newport

Mission: to create the conditions that lead to more people biking more often, and to ensure that bicycling is a viable, safe and comfortable primary choice for transportation and recreation.

Vision: More people feel confident and supported to choose biking for both transportation and recreation. Everyone who wants to ride rides whenever they want.

Bike Newport is an exciting fast-paced leader in bicycle advocacy. We bring together community programs and leaders to establish positive outcomes for bicycling in Newport and Aquidneck Island, and to influence statewide bicycle planning. Our goal is to get more people on bicycles for both recreation and transportation, and we make progress by focusing on infrastructure, education, and ridership. We work to remove any barrier to bicycling based on location, personal mobility, financial status, language, gender, culture, race, and any other obstacles. We work with intention to ensure equity in leadership and participation.

All Bike Newport staff are expected to be directly involved in the organization's programs and initiatives, and comfortable in the Bike Garage environment. To that end, all staff complete basic bicycle skills training and racial equity training, agree to follow the rules of the road, bike for transportation as much as possible, and serve as role models and advocates for safe cycling practices.

Together, staff ensure implementation of Bike Newport's organization values in programs, policies and practices, including economic justice, inclusivity, livable/healthy environment and livable/healthy lifestyles.

Communications and Advocacy Role:

The Communications and Advocacy Manager will help more people to choose biking for transportation and recreation - by elevating Bike Newport's efforts and by ensuring our initiatives are visible, enticing, and accessible. This member of our team will be a skilled writer experienced in communications and advocacy, will bring a representative lens to our work to help ensure racial equity, will know and love bicycles as a transportation and social solution, will want to engage people in bicycle friendly progress, and will be experienced in using social media and other communications to achieve these goals. Command of Spanish is a highly desirable skill for this position.

The Communications and Advocacy Manager will ensure implementation of Bike Newport's organization values in all communications and advocacy policies and practices, including economic justice, inclusivity, livable/healthy environment and livable/healthy lifestyles.

Desired Qualities and Skills:

- Valued traits for this role include: organized, flexible, energetic, creative, self-directed, team-oriented, ability to multitask.
- Professional skills should include: creative writing, graphic design, and social media management.
- Technical knowledge should include: Microsoft Office, Wordpress, Mailchimp, Eventbrite, Instagram, Facebook, Twitter, YouTube, Canva, Asana, Slack, Illustrator, Photoshop, and Hootsuite.

Job-Specific Responsibilities:

Communications:

- Manage program promotion and social media.
- Ensure all of the organization's programs and services are clearly communicated online, in print, and at all physical locations.
- Ensure all communications are available in English and Spanish.
- Implement graphic design with attention to organization graphic styles and standards.
- Manage, maintain and optimize the agency's web site and related social media platforms
- Maintain the agency's public-facing online calendars
- Ensure that all community events are posted in community calendars
- Write press releases, our bi-weekly newsletter, blogs and essays, and other partner/member alerts
- Ensure the press list is maintained up-to-date
- Research and present to the Executive Director new and unique ways to improve agency communications and advocacy.

Advocacy:

- Engage community and partners in the full range of agency initiatives, public awareness campaigns, educational programs, and more
- Ensure equitable access and outreach to engage all agencies, residents and neighborhoods of the greater Newport community.
- Represent Bike Newport at local, regional and state marketing, strategy, and advocacy meetings.
- Manage community engagement elements of Bike Newport events
- Work with community members and leaders in business, education, health, and local government to advance Bike Newport mission
- Develop systems to track and report program impact. Manage implementation of those programs.

Other Responsibilities:

- Set job priorities, develop and follow a work schedule, monitor progress toward goals, and track activities.
- Keep personal timesheets up to date daily
- Provide monthly activity reports to the Executive Director by the 7th day of each month.
- Work cooperatively and supportively with all staff to ensure optimum agency and project progress
- Pet Projects: In addition to the job-specific and other responsibilities listed above, Bike Newport staff are encouraged to take on "Pet Projects" outside of their own job descriptions that are of special personal interest and are directly related to the Bike Newport mission. Pet projects will need to be approved by the direct supervisor and Executive Director, supported in concept by the rest of the staff, and must not impede completion of job-specific tasks.
- Other tasks as assigned.

To Apply:

Please send one pdf attachment including these elements:

- 1) Cover letter – expressing why you are a good fit for this position, how this position aligns with your professional career goals, and how you can help elevate DEI (Diversity, Equity, Inclusion) as a part of your work;
- 2) Your current resume – showing alignment with this position;
- 3) Work samples – links to pertinent articles, projects, posts demonstrating your skills in this area;
- 4) 2+ References – at least two relevant professional references with contact information. Feel free to indicate privacy/timing requests which will be honored.

Send your application to: Allyson McCalla, Director of Community Relations and Administration, allyson@bikenewportri.org. Thank you for your interest!