



more, better & safer bicycling

## Job Description – Communications Lead

Reports to: Executive Director

*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.*

**POSITION SUMMARY:** The Communications Lead is responsible for elevating and promoting Bike Newport – the organization and its programs - ensuring high visibility and public support, with an exciting, robust, and varied communications plan. The Communications Lead will create and manage a variety of media, including but not limited to, videos, blog posts and newsletters through Bike Newport’s websites, social media platforms, and earned media, in order to build awareness and increase participation in our programs, advocacy, and fundraising activities. The Communications Lead will also investigate and recommend new forms of media and communications that will engage a growing audience. This position works closely with all departments in the organization and is deeply collaborative.

**WORKING AT BIKE NEWPORT:** 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 three primary areas: safe road infrastructure, road sharing education, and building bicycle culture. We work with intention to ensure equity in access, participation, and leadership, with a focus on removing obstacles to bicycling such as location, personal mobility, income, language, gender, culture, race, and more.

All Bike Newport staff are directly involved in the organization’s programs, and all staff complete training in bicycle riding, basic bike maintenance. All staff 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.

Bike Newport is an inclusive environment welcoming to all languages, gender identities, sexual orientations, races, ethnicities, abilities, and walks of life. Together, staff ensure implementation of Bike Newport’s organizational values in programs, policies, and practices, and trainings including anti-racism, LGBTQIA+ BRAVE Space, economic justice, inclusivity, livable/healthy environment, and livable/healthy lifestyles.

## Job Specific Responsibilities:

The Communications Lead will implement timely design, content, and placement of agency communications in keeping with the organization’s culture, brand, tone, graphic style, and standards:

- Create, schedule, place, follow up, and track program information and promotion via:
  - o Agency website (Wordpress)
  - o Social media platforms: Facebook, Instagram, YouTube, X
  - o Agency newsletter and targeted emails
  - o Location signage and front office video loop
  - o Press releases and press management
  - o Signage, postering, and print materials
  - o Partner and community platforms

- Establish communications strategy across all media to optimize messages, appeals, and website traffic and to build brand and issue awareness.
- Publish a variety of content that is visually appealing and provides an overall rich experience for the audience. Manage content to be on-brand, search- and social-optimized, and in keeping with the agency's graphic standard.
- Ensure engagement of all socioeconomic and cultural sectors and neighborhoods of the greater Newport community, including with bilingual English/Spanish versions of communications.
- In partnership with Director of Development, create and update materials in support of fundraising and donor stewardship.
- Create engaging event communications tools as needed, such as posters, flyers, social media graphics, handouts and giveaways. Manage placement and distribution to ensure broad community awareness.
- Write press releases, bi-weekly newsletter, web site blog, essays, and other partner/community alerts as needed.
- Evaluate the effectiveness of campaigns; use reports to optimize and improve reach and engagement.
- Track and store all earned media related to Bike Newport activity.
- Maintain a current and complete press list.
- Track and report communications impact.
- Provide a monthly report that includes trends, insights, and featured activity for social, print, and broadcast media
- Become knowledgeable and stay apprised of bicycle advocacy activity at the local, state, and national level.

### **Qualifications:**

#### Must:

- Creative digital content producer – including design, photography, video, and photo/video editing
- Knowledge of social media and web trends, best practices, and analytics
- Creative thinker with an excellent eye for detail
- A demonstrated track record of designing immersive, experiential visuals
- Strong comfort level with photographing events and programs
- Excellent writing skills to communicate with a variety of audiences and stakeholders
- Collaborative, positive, proactive team member
- Key competencies include strategic agility, positive attitude, collaborative spirit, and DEIB practices.
- Ability to be flexible and strategic in varied environments
- Highly organized, detail-oriented, and able to work on multiple projects simultaneously and meet deadlines

#### Ideally:

- Experience with graphics software (Adobe Creative Suite) highly desirable
- Experience in media relations, outreach, and management
- Excellent presentation, interview, and interpersonal skills
- Combination of Software fluency Desired: WordPress; MailChimp or similar email service provider; Microsoft Office including Word and Excel; Adobe Illustrator and Photoshop; Canva or other graphic design software for social media; video editing software of choice

Salary range \$45,000 - \$55,000 commensurate with experience.

Bike Newport seeks to reflect the rich cultural diversity of our community and encourages people from all backgrounds to apply.

We will begin interviews for this position immediately and the position will remain open until filled.

Please submit your resume and cover letter explaining your interest in working at Bike Newport by e-mail to: Allyson McCalla, Director of Administration and Operations - [allyson@bikeneportri.org](mailto:allyson@bikeneportri.org).

*updated November 13, 2023*