



Position: Community Outreach Manager

Reports to: Chief Operating Officer

Salary: Based on experience

Classification: Full-time Exempt

Organization Overview: Bike New York is a 501(c)(3) nonprofit whose mission is to transform lives and communities through bicycling. We accomplish this through free educational programming, dynamic public events, expansive outreach, and consistent collaboration with community and government organizations. Best known for producing North America's largest bike ride—the TD Five Boro Bike Tour, ride for 32,000 cyclists through all five boroughs of New York City on 40 miles of car-free streets—Bike New York also organizes regional rides, small community rides, and one of the nation's most-attended bike shows, Bike Expo New York. Proceeds from these events fund our free bike education classes for kids and adults throughout New York City. In 2019, we taught bike skills to more than 20,000 kids and adults.

Job Description: Bike New York seeks to hire, an energetic, outgoing, and assertive, Community Outreach Manager, to assist us with our growing outreach and advocacy efforts. He/she ensures that communities within a ½ mile radius of our Community Bike Education Centers are aware of, participate in and support our free Bike Education classes and programming.

The Community Outreach Manager represents the organization at neighborhood and community meetings including at community centers, schools, public housing centers, youth organizations, faith-based institutions/organizations, etc. He/she promotes Bike New York's educational offerings, volunteer opportunities, and Bike New York's cycling events. He/she effectively communicates Bike New York's mission and advocacy initiatives.

He/she helps craft outreach materials and disseminate them to communities where we are offering programming. The Community Outreach Manager must be familiar with trends in bike advocacy, bicycle education, and familiar with the health, environmental, financial, and personal benefits of cycling to individuals and communities. The Community Outreach Manager will help craft Bike New York's outreach strategy, which includes training and assigning outreach volunteers.

Reporting to the Chief Operating Officer, the ideal candidate will be an excellent communicator and demonstrate outstanding leadership skills. This collaborative role involves working closely with all members of the staff. Weekend work will be required. Duties will include, but will not be limited to:

- Help craft outreach materials and e-fliers
- Identify and collaborate with traditional and non-traditional community partners to organize co-hosted community bike events
- Attend and participate in community board meetings and committee meetings (including Transportation, Parks, Youth) where Bike New York has community education centers to promote cycling and promote Bike New York's free education programs and cycling events

- Table at community events where strategic opportunities arise proactively engaging the public
- Meet and collaborate with public and elected officials and/or staff to host our free bike education classes. Communicate and work collaboratively with colleagues
- Develop and cultivate relationships with elected officials, government agencies, community boards and community-based organizations
- Work during the Five Boro Bike Tour, Bike Expo and Regional Rides
- Perform special projects as needed

Requirements: Candidates should have a passion for cycling and active transportation, with an outgoing and enthusiastic personality.

- Bachelors in marketing, communications, or urban studies
- 2 yrs. experience working in either community relations, outreach and /or education
- Excellent written and oral communication and research skills
- Public speaking experience
- Ability to work flexibly and independently
- Comfortable working with diverse and underserved populations
- Knowledge of New York City boroughs and neighborhoods
- Flexible hours (some nights & weekends are required)
- Experience working with government agencies a plus
- Desire to work with and in communities in the outer boroughs
- Valid Driver's License

Please send resume, references, and letters of interest to: jobs@bike.nyc. Include "Community Outreach Manager" in the subject line.

Bike New York is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.