



We're leading the movement to build a bicycle-friendly America for everyone

1612 K STREET NW, SUITE 1102, WASHINGTON, DC 20006

| phone 202-822-1333 | fax 202-822-1334 |

WWW.BIKELEAGUE.ORG

Job Title: Communications Director

Posted September 4, 2018

About the League of American Bicyclists

We believe bicycling brings people together. When more people ride bikes:

- Life is better for everyone;
- Communities are safer, stronger and better connected;
- Our nation is healthier, economically stronger, environmentally cleaner and more energy independent.

To create a more Bicycle Friendly America for everyone, local organizations, volunteers and members are the foundation for our success. Our job is to create tools that fuel local success while representing bicyclists on Capitol Hill to ensure more resources and better policies that will make bicycling safer, more comfortable, and open to all.

Who We Are Looking For

A creative Communications Director that loves sharing the stories and resources that inspire and support people to make bicycling better in their neighborhoods, communities, states, and beyond -- toward a Bicycle Friendly America for Everyone. The League needs a strong writer and editor that can find the hook in everything from an advocacy white paper to a tweet.

The Communications Director provides the overall strategy, oversight and top-level assistance in implementing the organization's external communications. The Communications Director works closely with both League operational and program leadership to identify and direct the most effective branding and messaging, in line with the organization's overall strategic goals.

Job Responsibilities

- Overseeing brand and style guidelines
- Develop communications strategies and reconcile related marketing budget
- Creating and implementing annual Communications Plan and editorial calendar(s)
- Overseeing website management and content quality
- Overseeing and coordinating League messaging across social media platforms
- Identifying needs and designing / overseeing design of materials to advance League messages in print, online, social media, etc
- Managing and writing content for League blog and E-newsletter(s)
- Managing, editing and writing content for *American Bicyclist* magazine
- Working with program staff to identify themes and communications strategies in achieving their program goals
- Working with program staff to conceptualize, edit and design blogs, reports, press releases, collateral and other outputs related to their program goals
- Working with development staff to craft and execute funding proposals
- Managing media requests and media outreach

- Identifying new opportunities for partnerships that advance League interests
- Ensuring bikeleague.org is robust, updated and lively

Qualifications

- Excellent writing, presentation, and communication skills
- Excellent organizational skills and ability to meet deadlines
- Demonstrated ability to use social media channels effectively to deliver marketing content
- Experience creating targeted content, email marketing software, and
- Professional experience in Marketing, Communications or similar field
- Strong strategic thinking and ability to turn concepts into action
- Interest, understanding, commitment and ability to communicate the mission, goals and programs of the League effectively and with the highest professional standards
- Ability to communicate effectively with people of all ages, abilities, cultural groups, economic status or sexual orientation.
- Passion for bicycling for transportation and recreation
- Experience with email marketing software and a CRM such as Salesforce is a plus

Reporting Relationships, Compensation, and Benefits

This position is based in the League's Washington, DC office. The Communications Director reports to the Executive Director but will work closely with the program directors and a Director of Membership and Development. This position is based in Washington, DC

The expected salary range is \$55,000-\$65,000 annually

Benefits include: employer covered health/dental/vision insurance up to 80% of premiums; 100% employer covered life insurance, short-term and long-term disability insurance; vacation, sick, and personal leave; a 403(b) retirement plan; and a fun working environment with committed colleagues

Application Instructions

Please email a cover letter, resume, and two writing samples to jobs@bikeleague.org with Communications Director in the subject line. If you have a portfolio that you would like to share please feel free to attach or link in the email.

Position available immediately. Applications accepted until the position is filled.

The League of American Bicyclists is committed to providing equal employment opportunity for all persons regardless of race, color, religion, national origin, marital status, political affiliation, sexual orientation or gender identity, disability, sex or age.