



## Community Relations Coordinator

### Organization Overview:

Fort Collins, Colorado is recognized as one of the most bicycle friendly cities in the country. Bike Fort Collins (BFC) contributes to this accolade as a growing active transportation 501(c)(3), delivering on four primary programs, as well as a number of smaller initiatives and events. These primary programs include: the Bike Friendly Business Network, Safe Routes to School (a partnership with the City of Fort Collins to deliver bike safety education to Poudre School District students), PACE-Fort Collins Bike Share powered by Zagster, and our Active Living initiative to promote inclusion and access to active transportation in marginalized and/or distressed communities in Northern Colorado.

### Position Overview:

We are seeking a proactive, creative go-getter with knowledge of the local business, philanthropic, and nonprofit communities. The Community Relations Coordinator (CRC) will focus on the development and maintenance of strategic relationships between BFC and all constituency groups, as well as promoting the organization and its programs via the execution of a calendar of events and communication strategy with a heavy social media focus. BFC's constituency groups include but are not limited to current and prospective:

- Program sponsors
- Business partners
- Nonprofit partners
- Customers
- Volunteers
- Donors

The overall objective for the role is to support in generating more awareness, more engagement/loyalty, and more funding for BFC and its programs.

### Job Responsibilities:

- Support in the development of communication strategies for BFC, its events and its programs.
- Develop and execute communication plans/content across online/social media platforms (and other relevant mediums) in support of all BFC events, programs and initiatives.
- Manage and execute BFC's responsibilities relative to its relationship with Zagster and the PACE-Fort Collins Bike Share program.
- Manage CRM platform in conjunction with communication strategies/plans.
- Plan, promote and execute a calendar of BFC events in support of appropriate organization and/or program strategies.
- Support third party event managers and coordinators (for events from whom BFC benefits) in visioning, planning and promoting events to ensure success.
- Coordinate with Executive Director and program leads, and support accordingly to assure that programs and events have appropriate sponsorship support.

- Support in developing and maintaining sponsorship inventory with in-kind and cash needs for various events and programs of BFC.
- Support in the identification and pursuit of grant opportunities that are aligned with the BFC mission.
- Attend relevant planning & networking meetings and identify new opportunities to cultivate and foster strategic relationships.
- Seek out and represent BFC at local networking events like galas, business lunches, etc.
- Other duties as assigned.

**Desired skills/experience/competencies include:**

- Social media platform management/engagement
- Website maintenance (Wordpress)
- CRM management
- Event management/production
- Grantwriting
- Public speaking, networking
- Bilingual Spanish/English preferred
- Strong interest and passion for bicycling
- Familiarity with the philanthropic, service league, and nonprofit climate in Fort Collins
- Familiarity with the business climate in Fort Collins (chamber, DBA/DDA, area business associations)

**Desired behavioral skills include:**

- Communication
- Organization
- Collaboration
- Influence
- Teamwork
- Initiative/minimal supervision
- Multi-tasking and prioritization

This is a full-time position is located in Fort Collins, Colorado, reporting to the Executive Director, as well as coordinating closely with program leads. It is primarily a work-from-home position that includes regular night, and some weekend event and meeting attendance. Compensation based on experience—and the position does not include relocation assistance.

To apply, please send letter of interest and resume to [jobs@bikefortcollins.org](mailto:jobs@bikefortcollins.org)