



## Community Relations & Program 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 smaller initiatives and events. These primary programs include: Safe Routes to School (a partnership with the City of Fort Collins to deliver bike safety education to Poudre School District students), Fort Collins Bike Share (Spin), the development of the Bike Friendly Business Network, and our Active Living initiative to promote inclusion and access to active transportation in marginalized and/or distressed communities in Northern Colorado.

### Position Overview:

The Community Relations & Program Coordinator (CRPC) role is ideal for an individual who not only has strong communication and development skills to support promotion, awareness generation and capacity building initiatives, but also has a passion for bicycling and an interest in community engagement work to advance bicycling for all, particularly in lower-income communities. More specifically, CRPC duties entail a combination of developing and maintaining strategic relationships between BFC and its constituency groups, through promotion of the organization and its programs via the planning and execution of a communication strategy that includes social and traditional media and organizing a calendar of events, as well as coordinating and delivering on BFC programs as assigned. BFC's constituency groups include but are not limited to current and prospective:

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

The overall objective for the role is to generate more awareness, more engagement/loyalty, and more funding for BFC and its programs, while also supporting the delivery of some BFC programs, such as Active Living and the Bicycle Friendly Business Network. The role works very closely and in collaboration with the Executive Director.

### Job Responsibilities:

- Support in the development of communication strategies for BFC constituents, BFC 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.
- Support in the management of the BFC CRM platform particularly as it relates to volunteers.
- Plan, promote and execute a calendar of BFC events and rides for both community-building and fundraising 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 (e.g., Tour de Fat)
- Coordinate with Executive Director and program leads, and support accordingly to assure that programs and events have appropriate sponsorship support.
- Help lead BFC's Bicycle Friendly Business Development program with volunteer management, and business recruitment and coaching efforts.
- Manage and execute BFC's responsibilities relative to its Active Living program and its relationships with the City of Fort Collins/FC Moves and Larimer County Department of Health & the Built Environment.
- 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.
- Other duties as assigned.

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

- Bachelor's Degree in marketing, communications, event management, social work, or equivalent (preferred)
- Social media platform management/engagement (Facebook, Instagram, LinkedIn)
- Website content maintenance (Word Press)
- CRM management
- Event planning/production
- Public speaking, networking
- Strong interest and passion for bicycling
- Familiarity with the philanthropic, service organization, and nonprofit climate in Fort Collins (preferred)
- Familiarity with the business climate in Fort Collins (Chamber, DDA, area business associations, etc.)(preferred)
- 1-3+ years of related or relevant work experience (preferred)
- Bilingual Spanish/English (preferred)

**Desired behavioral skills include:**

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

Located in Fort Collins, Colorado and reporting to the Executive Director, this is a part-time position, averaging approx. 75-80 hours/month. 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)