

JOB DESCRIPTIONS FOR BIKE SHARE EQUITY POSITIONS

Access Manager

The Access Manager will be responsible for building both current and new partner relationships that facilitate equitable access to bike share and biking for underserved communities within the current Bike Share system. Additionally, this person will work with internal Bike Share technical staff on a cash payment program allowing access to the urban bike share without a bank card. The successful applicant will bring the empathy, respect, and focus that is necessary when doing work in underserved communities along with strong interpersonal, written and verbal communication skills. The ability to work with many different types of people, experience in marketing and outreach, and a passion for social equity are desired.

ESSENTIAL FUNCTIONS

- Maintaining and growing relationships with current partners in the Community Partners low-income access program for the urban bike share, as well as building new partner relationships within this program.
- Seeking new partners to build community-led approaches that create, maintain and increase strong ridership of the urban bike share system in targeted underserved communities, particularly in neighborhoods with high residential density, including this neighborhood and that other neighborhood.
- Cultivating and nurturing new relationships around other bike-related and community-led initiatives such as Slow Roll, future Bike Share Neighborhood programs, and other as yet unforeseen opportunities
- Refining and developing new programs and tools targeted to low residential density neighborhoods and communities not well-served by existing active transportation encouragement programs.
- Helping develop metrics and measurement tools to track and report against social equity and accessibility goals in targeted communities.
- Working with Bike Share technical staff to develop, implement, market, measure, and manage a cash payment program that allows people without bank cards to access the urban bike share system. This program will likely include partnership with one or several institutions or community groups.
- Undertaking any additional aspects of program development and implementation as needed.
- Helping to train seasonal staff.
- Other duties as assigned.

PREFERRED QUALIFICATIONS

- Understanding of and experience with outreach and engagement strategies targeted to diverse and traditionally underserved neighborhoods and populations.
- Experience finding creative and flexible ways to communicate effectively with people who are not easily reached through conventional modes (e-mail, social media, etc.).
- Fluency in language(s) of local minority group(s).
- A positive and empathetic approach interacting with diverse cultures.
- Ability to thrive in a flexible and constantly changing environment.
- Advanced communication skills for coordination both within and outside of the organization.
- Experience in marketing and outreach.

REQUIRED SKILLS

- 5+ years of experience in community engagement, public health, social services, or related work building long-term relationships with multiple types of partners.
- Passion for bicycling, active lifestyles, and social equity.
- Valid Driver's License and a clean driving record.
- Flexibility to work weekday, evening and weekend hours.
- Proficient in using Google Applications.