



MARIN COUNTY BICYCLE COALITION

## **Communications & Development Coordinator**

### **About Marin County Bicycle Coalition**

Formed in 1998, Marin County Bicycle Coalition's mission is to create a healthy and livable Marin through bicycling. MCBC celebrates the joy of bicycling in all its forms. We envision a Marin where everyone bikes everywhere - where bicycling is a part of normal, everyday life and the automobile is seen as a last resort for transportation. The Marin of the future will enjoy a comprehensive network of safe, convenient, and connected places to bicycle both on-road and off; where the strength and benefits of the bicycling movement are understood and embraced by all.

MCBC is currently operating under a strategic plan with two overarching goals:

- Make Marin a bicycling utopia, and
- Build the power and influence of the bicycling movement in Marin

### **About the Position**

The Communications & Development Coordinator will play a critical role in elevating the organization's visibility, prominence, and member support throughout Marin and beyond. He/she/they will also assist the Policy & Planning Director on various advocacy campaigns through grassroots organizing. We are looking for an ambitious and quick-learning junior-level professional eager to help MCBC grow to the next level of effectiveness and financial capacity.

We are seeking someone with strong technical skills, social media experience, a high EQ, and the ability to relate to Marin's bicycling constituencies.

### **Responsibilities**

- Under supervision of the Policy & Planning Director, implement comprehensive communications and development plan intended to advance MCBC's mission, including engaging membership and the general public, fundraising, and strengthening the organization's policy and program messages.
- Help coordinate advocacy and membership outreach events as needed.
- Assist Policy & Planning Director on advocacy campaigns as needed.
- Ensure highest-level organizational communications for all avenues of MCBC outreach, including website, email bulletin, press releases, e-blasts, social media, etc.

- Assist staff in crafting strategic messages, including rapid and sometimes after-hours responses to breaking stories.
- Assist with fundraising appeals and grant proposals.
- Coordinate with part time designer on visual representation of the organization.
- Manage the creation of the MCBC annual report with the assistance of the graphic designer.
- Monitor brand consistency across all MCBC communication platforms, including ongoing refinements.

### **Top Skills**

- Positive attitude
- Writing
- Technology fluency
- Organizing people

### **Qualifications**

- Strategic thinker
- Exceptional writer, including when on deadline
- Detail-oriented
- Highly motivated to proactively promote MCBC
- Belief in MCBC mission; must value bicycling and bike/ped-friendly communities
- Engaging personality, including with supporters, press and general public
- Effective under pressure; time-efficient
- Desired skills: MailChimp, WordPress, Salesforce, Adobe Illustrator / InDesign / Photoshop
- Bachelor's Degree, preferred in related subject (business, marketing, communications, English, etc.)

### **Salary & Benefits**

Salary range is \$50-55,000, depending on experience. Includes excellent benefits package. Employees receive 28 days of paid time off per year, composed of nine holidays, 15 days of flexible paid time off, and the four workdays between Christmas and New Years.

Hours are 80-100% of full time exempt depending on the candidate's requirements. Some evenings and weekends.

**To Apply**

Please send a resume, cover letter, and writing sample to [jobs@marinbike.org](mailto:jobs@marinbike.org) with the subject line "Communications & Development Coordinator- [Your Full Name]".

Emails only, no phone calls please.

MARIN COUNTY BICYCLE COALITION IS AN EQUAL OPPORTUNITY EMPLOYER.

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