



Position: Marketing and Community Engagement Manager

Department: Development

Reports to: Director of Development

Direct Reports: N/A

Location: 610 4th Street, San Rafael, CA

Hours: Flexible 30-40 hours per week

Compensation: starting at \$52,000-\$55,000/year (based on 40 hours/week) with benefits

Overview of Trips for Kids Marin (Bay Area):

Trips for Kids Marin (TFKM) is a nonprofit dedicated to “providing transformative cycling experiences for underserved youth.” TFKM serves the greater Bay Area and will be transitioning to Trips for Kids Bay Area in the future. TFKM was founded in 1988 and has opened the world of cycling to thousands of children. We aim to build self-esteem, inspire healthy lifestyles, and instill environmental values through our bike-based programs. Additionally, we operate the Re-Cyclery bike shop where we refurbish bikes to resell to our community at affordable prices.

About the Role:

The Marketing and Community Engagement Manager role is a critical outward-facing position focused on engaging the community with the mission and work of TFKM. This individual will be a key player in our Development Team and will hold the strategy and execution of external messaging, consistency in our brand, and community and event engagement.

The position is focused on two key areas including: communications and marketing (70%), and event coordination (30%).

Primary Responsibilities include, but may not be limited to:

Communications and Marketing (70%)

- Create and develop the communications and marketing calendar and strategy, including collaborating with staff to support programs, outreach, and fundraising goals.
- Manage and create content for all communication channels such as TFKM’s website, donor letters, and social media.
- Work collaboratively with the TFKM Program Team to gather stories, videos, and photos to tell the story of our mission.
- Prepare and execute presentations to local community service organizations.
- Track, measure, analyze communications trends. Complete reports as needed.
- Create and manage strategy for growth and rebranding.

Community Engagement (30%)

- Co-create event strategy with Development team to maximize impact.
- Oversee logistics, planning, and coordination of fundraising and volunteer appreciation events.
- Track, document, and evaluate event information.
- Represent TFKM at partner organizations’ events including community tabling and presentations.
- Reach out to local businesses, schools, and community groups for events or other support.
- Manage TFKM’s virtual volunteer program with a shift to in-person in the future.
- Work with program staff to develop new volunteer opportunities.



The ideal candidate:

- Minimum of two years of relevant experience
- Strong writing and editing skills
- Ability to create engaging and impactful content
- Demonstrated graphic understanding and experience with graphic tools
- Mastery of Microsoft Office Suite and Google Suite
- Excellent interpersonal and communication skills
- Self-directed with the ability to work independently as well as part of a collaborative team
- Ability to be flexible and adapt to changing needs and priorities
- Exceptional organization and attention to detail
- Project management experience and ability to use a variety of tools to ensure project completion and maintain deadlines
- An excitement to share the TFKM mission

Preferred:

- Bachelor's and/or advanced degree in a related field though sufficient work experience may be considered instead of a degree
- Bilingual in English and Spanish
- Non-profit and/or educational program experience
- Experience maintaining websites
- Experience with Salesforce, Adobe Illustrator/InDesign/Suite, iContact, Flipcause, Canva
- Passion for bicycling

Hours:

This position has some flexibility and can accommodate 30-40 hours per week. Please note that approximately 6-10 weekend days per year and approximately 6-10 evenings per year are required as part of this role. This is primarily an office-based role with some flexibility for remote work options.

Compensation:

Starting rate \$52,000-\$55,000/year, depending on experience.

Additionally, TFKM offers health, dental, and vision insurance, paid vacation, sick leave, and holidays.

How to Apply:

Please submit a cover letter, resume, 1-2 examples of your writing and/or graphic work, and 3 professional references to atashi@tripsforkidsmarin.org. Please include "Marketing and Community Engagement Manager" in the subject of your email.

Applications accepted until the position is filled, however, the priority deadline is September 17, 2021. Applications will be reviewed when they are received and interviews will be set up with qualified individuals. The hiring process includes a phone interview, 1-2 group interviews and reference checks.

Trips for Kids Marin values diversity, equity, and inclusion. We welcome all backgrounds, abilities, cultures, orientations, identities, and communities.